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BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

TECHNOLOGY DEPT.

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DETROIT

The Duse, you say!

Yes, WOR-Mutual's new theatre of the air is the same famous Guild Theatre that thrilled to the magic words of Shaw, of Shakespeare, of Molnar. And yes, the magnetic voices of the Lunts, and Dudley Digges and Helen Hayes helped to mellow its wood and hallow its name. Thousands have sat in the Guild audience in 18 years of good theatre. Now millions can flip their dial to "two-on-the-aisle" at the New WOR-Mutual Theatre.

Well, that's WOR for you. Ever progressive, thinking of its responsibility to its listeners. If you can be proud and humble at the same time—we're that. And now, we ring up the curtain on what we hope will be a fresh success.

THE NEW WOR-MUTUAL THEATRE
245 West 52nd Street, in New York

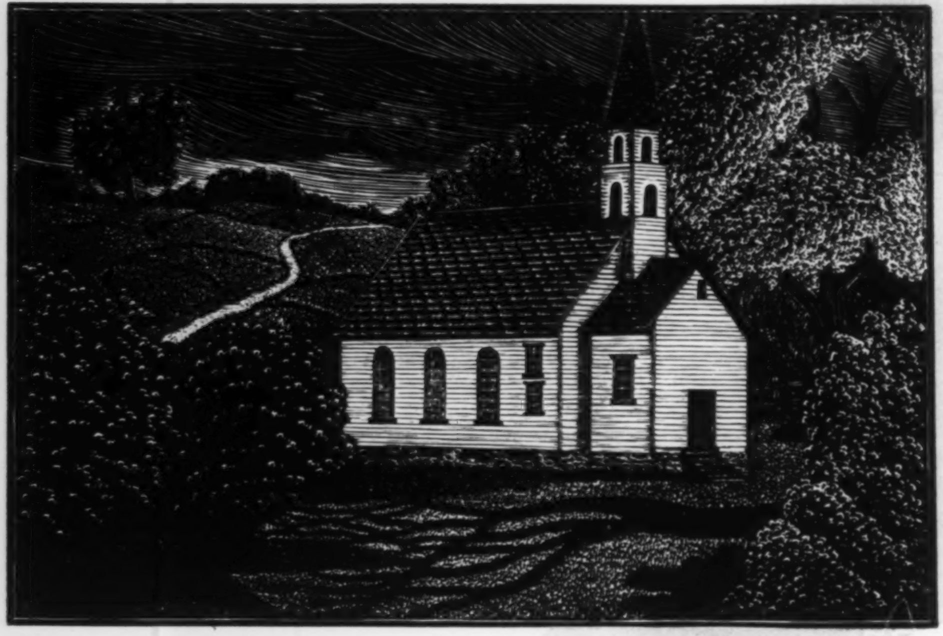
That power-full station

WOR *at 1440 Broadway, in New York*

FULL REPORT OF NAB WAR CONFERENCE

Reaffirming

A FAITH IN AMERICA



THE BIBLE came into the Middle West in the covered wagons of the pioneers. By the light of the prairie sunset, the pioneer father read family vespers, without which the day was not complete. Even as they built shelters for their families, the pioneers planned the early churches. Today, descendants of these pioneers congregate in their community churches. For, as always, in farm and urban homes of this great Midwest America, family prayers are still an important part of each day.

To further this faith, religious services hold a dominant place in WLS' daily broadcast schedule. WLS is, perhaps, the only radio station employing an ordained minister as full-time director of religious activities. Dr. John W. Holland's inspirational messages have endeared him throughout a dozen states. No day goes by without his cheerful message of brother love, the simple principles of faith, hope and love common to all creeds.

During 18 years of peace, WLS taught and practiced brotherhood and friendship, drawing our listeners together in the close fellowship of neighborliness. Today, in war, these men and women face the future with courage. For as we learned to worship together, now we work and fight together, firm in our faith, an unbounded religious faith in the future of America.

WLS

The
PRAIRIE
FARMER
STATION

Burridge D. Butler
President

Glenn Snyder
Manager

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
JOHN BLAIR & COMPANY

CHICAGO

MANAGEMENT AFFILIATED WITH THE ARIZONA NETWORK ★ **KOY**, PHOENIX ★ **KTUC**, TUCSON ★ **KSUN**, BISBEE-LOWE

THE FACTS ARE..

NO. 3 IN A SERIES:

MEMO FROM

HENRY DE HAAN ADVERTISING AGENCY

DREXEL BLDG. **PHILADELPHIA, PA.**

April 9, 1943

to: WPEN Commercial Dept.:

This is to confirm our previous correspondence concerning the "Tru-Site Optical Co's" radio program.

We have decided to increase our present 5-minute news digest into a 15-minute program, 6 times weekly at 5:15 P. M.

We will call this enlarged show "Tru-Site News."

As you know our present 26-week contract has not yet expired. We believe you will be gratified to learn that we are not waiting for the 26-week period to end, and are renewing for a 52-week period . . . to begin as of this date. Thus we are more than doubling our radio budget for this client. His continued sales increase warrants this.

H. DeHaan

5000 WATTS • 950 ON THE DIAL
WPEN

Yes, Mr. Advertiser

THE FACT IS

WE INCREASE SALES

Watch this space each month for another____

Philadelphia **SELLING** *Sta*

AFFILIATED STATION OF THE ATLANTIC COAST NETWORK

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

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For Outstate Nebraska

KFAB is a

must!

BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

Vol. 24 • No. 18 MAY 3, 19

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Washington Senator
Baseball Games..

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CHATTER"

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week, with Russ Hodges, we
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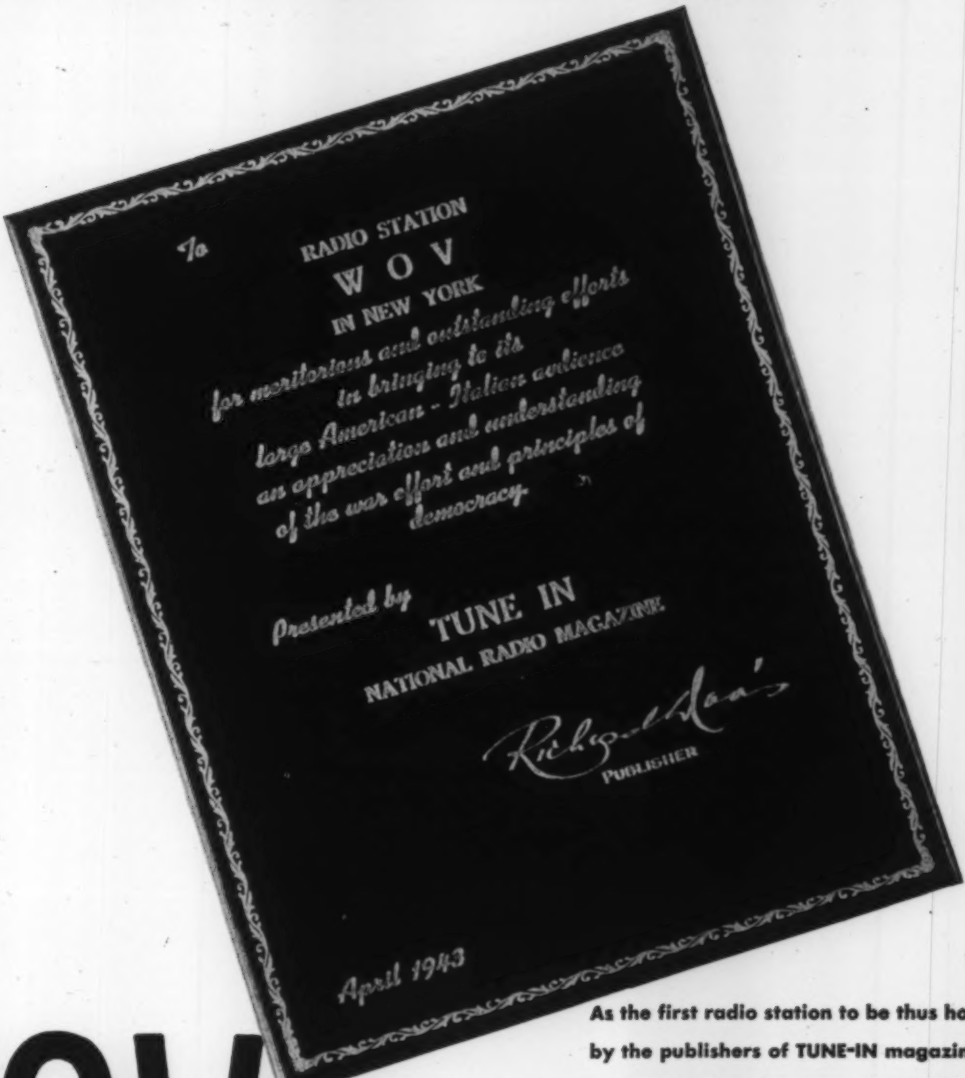

To

RADIO STATION

W O V

IN NEW YORK

*for meritorious and outstanding efforts
in bringing to its
large American - Italian audience
an appreciation and understanding
of the war effort and principles of
democracy.*

Presented by

TUNE IN

NATIONAL RADIO MAGAZINE

PUBLISHER

April 1943

As the first radio station to be thus honored by the publishers of TUNE-IN magazine, the management and personnel of WOV accept this award "for meritorious and outstanding efforts" in bringing to its audience an appreciation and understanding of the war effort with a deep sense of pride and humility and with the assurance that WOV will remain ever vigilant in the fight for Freedom and Democracy.

WOV ...— FOR VICTORY

NEW YORK

National Representatives: Joseph Hershey McGillvra

Ralph N. Weil, Gen. Mgr.

ONE OF AMERICA'S IMPORTANT RADIO STATIONS

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATION

F. VAN KONYNENBURG

SALES MANAGER, WTCN, MINNEAPOLIS-ST. PAUL

1927 Graduated, University of Wisconsin, School of Journalism
1928 Advertising Dept., Capitol Times, Madison, Wis.
1929 National Advertising Dept., Minneapolis Tribune
1931 David, Inc.
1934 Sales Department, WTCN
1936 Manager, St. Paul office, WTCN
1941 Sales Manager, WTCN

EVER have a blue-eyed Dutchman sort of drift into your office—and then have you ever "come to" to find that practically over your own dead body you've bought the swellest and most profitable radio deal of your lifetime? If so, you've met "Van" Konynenburg, one of the lowest-pressure, highest-producing sales managers in the media business!

That, say we, is a very fine way to "sell". It implies a good personality—but, far more important, it depends on having a super-excellent product and a delicate sense of where that product will be most productive for your customers. . . .

That's the kind of "selling" we try to do here at Free & Peters. First, because it's a lot of fun, and we get a terrific kick out of it! Second, because after over ten years of it, it has ultimately come to mean that the most pleasant contacts we have in this world are the fellows we do the most business with, here in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
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KOIN-KALE	PORTLAND
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Since May, 1932

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BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 18 WASHINGTON D. C., MAY 3, 1943 $5.00 A YEAR—15c A COPY

NAB Prepares for Total War Operation

Critical Personnel Shortage Is Foreseen; More Program Control Urged

ALTHOUGH regaled with praise for the wartime job they had done, the nation's broadcasters left their War Conference in Chicago last week soberly mindful of even greater responsibilities ahead and with no illusions about special treatment to alleviate their manpower problem or any other Government cushioning of shocks incident to total war.

While the industry was praised unstintingly, government spokesmen told the 1050 registered broadcasters they could not become complacent one moment and that peak operation must be maintained, irrespective of dislocations. In 2½ days of fast-moving sessions Tuesday through Thursday afternoon, the industry was advised repeatedly that more and more of its skilled engineers are needed for the military, and the only solace they could get out of the manpower picture would be through training of women or men physically handicapped, or those otherwise unsuited for military service.

Program Control

Over-zealous sponsors and their advertising agencies came in for a few raps as did announcers and m.c.'s who have been disposed to kid the censorship code. There developed also a definite attitude that broadcasters should retrieve control over programming—their basic raw material.

With the war's end far from predictable, the delegates to the NAB's first War Conference, held in lieu of the annual convention, realized that their task is even more weighty than they at first thought. While voluntary censorship has worked, Byron Price, Director of Censorship, minced no words in admonishing them about the delicate complexities of their operations. He called voluntary censorship an "uncompleted experiment" and warned this was no time for over-confidence.

On every side homage was paid the industry, but every speaker exhorted broadcasters to tighten up operations because of the tougher pull ahead. There was no dickering or quibbling or internal discord. Everything on the crammed agenda was handled expeditiously, with considerable attention given to industry problems not directly linked with wartime operation.

Running story of NAB War Conference proceedings starts on page 28.

In keeping with the times, President Neville Miller was authorized to set up machinery for post-war planning for the industry, in the light of impending new services growing out of war developments. A committee with broad powers is being set up for this task, regarded as the most important and necessary development at the Conference, aside from immediate problems linked directly with the war.

Attendance Surprising

By such headliners as Mr. Price, Elmer Davis, Director of OWI, and FCC Chairman James Lawrence Fly, representatives of the War Manpower Commission, and the military services, the delegates were told of the war's impact in general and of radio's responsibility during wartime operations. Every conceivable aspect of radio operation under emergency conditions was covered.

The attendance of more than 1,000 was surprising. While it did not eclipse the all-time high figure or 1,250 two years ago, there were more owners, managers and executives than at any other convention. They were hungry for information about the job ahead and how they could best serve the war effort.

Among others, Chairman Fly, whose past relations with the NAB have been none too cordial, commended the industry for having "met its first great crisis successfully." He revealed for the first time a post-war planning project initiated with the Radio Manufacturers Association and the Institute of Radio Engineers for creation of a new group to be known as the Radio Technical Planning Board. Advance word of this plan had trickled out and had caused concern. He related that while the plan had not been worked out, he felt it would be shortly. Reports have been received that some opposition has developed.

Board Actions

The new NAB board, which convened after the adjournment of the War Conference promptly named five of its membership to the industries post-war planning committee, proposed by President Miller. In addition to Mr. Miller, the members are John J. Gillin Jr., WOW, Omaha; William B. Way, KVOO, Tulsa; James W. Woodruff Jr., WRBL, Columbus, Ga.; Nathan Lord, WAVE, Louisville, and G. Richard Shafto, WIS, Columbia, S. C. Also to serve with the planning committee will be the chairmen of the NAB's standing committees and three additional broadcasters to be named by Mr. Miller at a future date.

In view of pending legislation for amendment of the Communications Act, the board also approved appointment of a new legislative committee comprising F. M. Russell, NBC, Washington vice-president; Joseph H. Ream, CBS vice-president; James D. Shouse, WLW, Cincinnati; Don Elias. WWNC, Asheville, and Clair McCollough, WGAL, Lancaster.

At its post-Conference session, the Board expressed gratification over the serious tone of the meetings and declared the conference "thoroughly justified in the light of accomplishments."

It also approved a resolution submitted by the Small Station Problems Steering Committee and authorized appointment by President Miller of a Small Station Problems Committee to study ways and means of alleviating the financial troubles of these stations. A fund was established to set up a technical training course upon recommendation of the NAB engineering committee, which will supervise the course as a means toward alleviating the manpower shortage in that field.

Taking cognizance of other developments on the non-war front, the Association adopted a number of resolutions pointedly directed against developments regarded as

NEW ORLEANS
City Will Be Host to the NAB Victory Convention

IT WILL BE New Orleans for the Broadcasters' "Victory Convention" after the war is over.

The Mardi Gras City selected at the Cleveland convention lost out on the War Conference because of difficulties of wartime travel and accommodations. The Chicago meeting last week adopted a resolution pledging the first post-war conference to New Orleans, in accordance with the Cleveland action.

The Conference also voted unanimously that the holding of future war conferences for the duration be left entirely to the Board. As things stand now there won't be another general meeting until Victory is won.

SPECIAL WAR CONFERENCE FEATURES IN THIS ISSUE

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The Job Has Only Begun—*An Editorial*

RADIO has gone a long way since Pearl Harbor. But it has only begun its job.

That was brought home with stunning clarity at the NAB War Conference in Chicago last week. There homage was paid the industry. Men like Price, of Censorship, Davis of OWI, Fly of the FCC, Appley, of War Manpower, Paley of CBS, and others in Government and industry were effusive in their thanks. But all of them had a grim story about the road ahead and about radio's responsibility.

The impact of those words, of the dangers inherent in wartime operation of so intimate and potent a medium as broadcasting had a profound effect upon every broadcaster there. It wasn't just talk. It was the assignment of a mission that must not fail and that will not end until victory.

One slip, however innocent, by a station or speaker and great injury may be done. Lives may be lost. Ships sunk or some long-range strategy destroyed. Censor Price pounded that home. Broadcasters cannot relax for a moment. A few irresponsible broadcasters among many might cause collapse of the system of voluntary censorship.

That's only part of the story. It was made all too clear by speaker after speaker that the broadcasting industry must shoulder this increased burden in the face of a steadily darkening manpower outlook. More and more engineers and technicians will be called by the military; most all of radio's able-bodied men in the eligible brackets are slated for Government service. The only safe bet is a transition to non-draftees—women, the physically handicapped and the over-age. Intensive training should begin now.

To the industry's credit, it's leadership has thought ahead. A post-war planning committee, such as we have advocated in these columns, was established. Under President Neville Miller, it will map plans for the industry's future, taking cognizance of new services to stem from the war—television, FM, facsimile, and perhaps others.

Another kind of planning also was proposed by FCC—BWC Chairman Fly through formation of a projected Radio Technical Planning Board, to be set up by the FCC, Radio Manufacturers Assn. and Institute of Radio Engineers. It did not provide for active broadcasting industry participation through NAB, it appears. Thus, early establishment within NAB of a post-war unit is necessary.

The industry must look out for itself. It has gotten along pretty well by doing just that. It was not taken into the confidence of those who proposed the technical planning board. Yet the aural broadcasters of today logically are the visual broadcasters of the post-war era. They are the FM broadcasters, the facsimile broadcasters and the men best qualified by experience, public acceptance and ability to carry forward this radio development.

The War Conference was an education as well as a revelation. It's going to take a lot more sweat and work to do the job, and plenty of planning and thinking to land right-side up when the task is over.

The industry is grateful for the commendations from all sides. It isn't asking for medals. It is fighting for those freedoms on the home front, while many of its men are doing a tougher job on the battle lines.

When those men come back, they want a free, competitive broadcasting industry by the American Plan waiting for them, with their old jobs and with new opportunities.

The spirit evinced at the Chicago War Conference, and the things done, augur for exactly that.

---

inimical to the industry. It went all-out behind President Miller in deprecating the ban on electrical transcriptions invoked by James G. Petrillo, President of the AFM, and urged transcribers to "stand firm so they will not give tacit or implicit recognition to Petrillo's false and insincere claim of widespread unemployment in his union, or to his equally false claim that the industry was in obligation to members of his union not employed by it."

The same resolution called upon the transcribers promptly to take such legal measures as may be necessary to end the ban, labelled as in violation of labor's pledge to the nation and injurious to wartime morale and as having inflicted "grievous and unjustified injustice upon the broadcasting and transcription industries."

Fearful of consumer movement developments in support of grade labeling, lest they be directed toward elimination of brand names, the NAB expressed its unalterable opposition to all measures, Government or otherwise, "looking to the abolition of brand names and trademarks in the marketing of commodities."

It heartily endorsed the Halleck Resolution (HRes-98) for a thorough investigation of OPA grade labeling and other moves tending toward elimination of brand names.

With considerable concern evidenced in industry and advertising circles over outside audience service for program ratings, the Board adopted a simple, one-sentence resolution authorizing appointment of a committee to study and report to it with respect "to the establishment of a NAB Bureau of Audience Measurement". Presumably such a project would be the counterpart of the Audit Bureau of Circulations in the printed media, placed in the control of the industry itself. Such projects long have been advocated within the industry, but have never gotten anywhere because of the difficulty in applying newspaper standards of circulation measurement to radio.

Paley's Plea

From President William S. Paley, of CBS, the conference heard a plea for better programming by radio itself. Keenly aware of the importance of programming, Mr. Paley some time ago personally took over direction of the CBS program department. The advertiser and his agent have played an important part in the development of radio but because of the sponsorship zeal, he said their ideas may not be compatible

(*Continued on Page 71*)

NAB BOARD MEMBERS who took office after the NAB War Conference in Chicago last week, following district elections since the last convention, and including two new directors-at-large: Seated (l to r), Leslie Johnson, WHBF, Rock Island, Ill., district director; Joseph O. Maland, WHO, Des Moines, reelected director-at-large; President Neville Miller; Barney Lavin, WDAY, Fargo, director-at-large, who succeeds Gene O'Fallen, KFEL, Denver.

Standing, James D. Shouse, WLW, Cincinnati, director-at-large succeeding Edwin Craig, WSM, Nashville; Roy Thompson, WFBG, Altoona, Pa., district director; Herb Hollister, KANS, Wichita, reelected at-large; F. M. Russell, NBC Washington vice-president; Frank H. King, WMBR, Jacksonville, elected at-large succeeding James W. Woodruff Jr., WRBL, Columbus, Ga. (who was elected a district director); Don S. Elias, WWNC, Asheville, reelected at-large, and Mr. Woodruff. Paul W. Kesten, CBS vice-president and general manager, and Nathan Lord, WAVE, Louisville, were not present for the picture.

Holdover members of the board are Paul W. Morency, WTIC, Hartford; Kolin Hager, WGY, Schenectady; G. Richard Shafto, WIS, Columbia; Hoyt B. Wooten, WREC, Memphis; John E. Fetzer, WKZO, Kalamazoo, Mich.; John J. Gillin Jr., WOW, Omaha; E. L. Hayek, KATE, Albert Lea, Minn.; William B. Way, KVOO, Tulsa; Hugh A. L. Halff, WOAI, San Antonio; Ed. Yocum, KGHL, Billings; Arthur Westlund, KRE, Berkeley, Cal.; Cal J. Smith, KFAC, Los Angeles, and Harry L. Spence, KXRO, Aberdeen, Washington.

Make Station Research Simple, Direct

Sales Managers Told to 'Know Thyself' As Various Techniques Discussed

By CARLOS FRANCO*

Director of Station Relations
Young & Rubicam, New York

DURING the past dozen years radio broadcasting has developed faster and extended further than any other medium of advertising. Similarly the volume of research in radio has been both great and beneficial. I don't want to be critical of most of the research that has been conducted in this field, but I do want to differentiate or call particular attention to that research which has been most useful to me on the buying side of radio, and that research which has just been a waste of time and money for both of us.

Mr. Franco

A good deal of solid information and factual data are now available regarding radio listening habits, but measured against theoretical ideals, I believe only the first significant steps have been taken.

Coverage, Circulation

First, I should like to discuss the difference between station coverage and station circulation. There have been several techniques developed for measuring station coverage. The earliest was the arbitrary circle drawn around the individual station, the radius of the circle depending on the station manager's enthusiasm or what he had for lunch that day. Other maps were drawn plotting total fan mail received over a period of six months or a year. Such maps were also very flattering to the individual station concerned. Field strength maps or contour measurements have been used by many stations as an indication of station coverage, and these are, of course, basic measurements which every station manager must have. From my side of the fence, however, field strength maps indicate only where a station can be heard and not where it is actually listened to.

Coverage to an advertiser means only one thing—listening. This paramount fact field strength maps are incapable of measuring. For example two stations in the same market, broadcasting with the same power and nearly the same frequency might have almost identical field strength maps but one station might have 90% of the audience listening to it as compared with only 10% for the other station.

The NAB recommendation on coverage, which will be presented to you later, defines that measurement as a physical determination of where a station serves. I am for it—it may not be the perfect answer to our dilemma, but if each of you will observe the recommendations you then will be moving in the right direction.

This is what I mean by the distinction between coverage and circulation. Coverage is potential, circulation is actual. We do not expect a circulation analysis of every program on your station. We would be satisfied with circulation analysis based on the sum total of all your programs or the average of your normal schedule.

If we can know the overall percentage of radio families in each county that you claim is within your coverage area which listens to your station, and the frequency of that listening, I believe that we will have information of real value in appraising your station.

This may sound deflationary, but I think that most smart advertisers realize their ads are not read by the total ABC circulation of magazines and newspapers any more than their programs are listened to by every radio family in your coverage area.

Progress In Techniques

I am not going to attempt to describe the ideal method of measuring circulation at this time but I would like to tell you considerable progress has been made in developing sound techniques for determining the true listening area and actual circulation of individual stations. You recall the pioneer work of the Joint Committee on Radio Research which was composed of representatives from advertisers, agencies and broadcasters. The Joint Committee spent considerable time and money wrestling with this problem and as far back as five years ago discarded the techniques many of you are still using—field strength maps, fan mail maps, post card surveys and the like. You may also recall that the joint committee recommended that a representative cross section of radio homes in each county be surveyed in order to determine station coverage and circulation. I know that it isn't simple, and that careful safeguards must be used in allocating your sample, in framing the questionnaire, in the distribution of the interviews, and in the interpretation of the results. It is important to avoid bias, therefore the survey should be made by an independent authority, if possible.

Keep your questionnaire simple and try to determine the degree of listening to your station either in terms of time or frequency of listening. We don't expect perfection but we would like to see some steps in the direction of honest and conservative maps. Many stations have made such efforts and have given us listening maps and circulation figures of real value.

Listening Area Maps

I cannot impress on you too strongly that such soundly conducted and properly prepared listening area maps should form the bulwark of your selling effort. Even if such maps are not perfected on your first attempt I sincerely believe you will find them very useful and at least a good private inventory of your own assets.

I should like to turn from what we might term gross circulation figures to an analysis of net advertising circulation. This suggests program ratings in radio. All of you are familiar with CAB (Crossley) and Hooper program rating services. These regular services provide bi-monthly ratings on all commercial network programs expressed in relative terms based on total radio homes and sets in use.

Despite the fact these services are widely used they have their limitations from a research point of view. Both services are limited to telephone homes in 32 or 33 major markets and therefore fall short of giving us a truly representative cross section of radio listening in the United States. There are more than twice as many radio homes as there are telephone homes and there may be wide differences in listening habits between these two groups by individual programs. In addition, audience statistics reveal marked differences between listening habits in urban centers as compared with smaller cities and towns and rural areas. In spite of these deficiencies, the telephone technique has been a useful research tool, and these two rating services, in the absence of anything better, at least indicate the relative size of the audience controlled by commercial network programs among telephone homes in 32 or 33 major United States cities.

WITHOUT FRILL or fanfare, NAB President Neville Miller opened the industry's first War Conference in Chicago last Tuesday. It also was the NAB twenty-first annual business meeting, since the 1943 convention, as such, was cancelled.

Hooper Has 50 Cities

Within the past couple of years Hooper has extended his service and has provided individual city reports in about 50 cities. These reports contain program ratings and station indices based on data gathered in exactly the same way; that is, by means of the coincidental telephone technique. Such reports have been read and bootlegged and re-read by a great many people in the industry. It is my impression that some of the reports have been misused or misinterpreted. There is a tendency on the part of many station managers to generalize beyond the limits of their evidence. I simply mean that it is sometimes necessary to look behind the surveys in order properly to evaluate the findings for the individual programs or periods under scrutiny and to recognize certain limitations which may exist in the data.

I believe station-city surveys have value to show trends in program and station ratings, provided of course that the sample is adequate. It is possible to measure the direction of your program rating, the effect of changes in the program structure, and the changes in the size of the listening audience controlled by the station. My word of caution concerns the use of such surveys in a promotional way, such as claiming wide leadership over competing stations in terms of absolute figures to the second decimal place. I know that there are many smaller stations who have been seriously disturbed by such station indices and I should like to assure them that there are many of us on the buying end who are not taken in by exaggerated claims. We are more impressed with an honest straight-forward presentation of facts even though the station may be in second or third place in its market. Furthermore we are constantly watching the direction of individual programs on smaller stations and the trends in station in-

(Continued on Page 65)

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* Abstract of an address April 29 before the NAB War Conference Sales Manager Meeting.

XUM

Year Ahead Is More Important Than 1942 for Advertising

Harold B. Thomas Says Fewer American Men Will Die If Industry Succeeds in Tasks Ahead

TIME and space and services valued at 250 million dollars a year are being contributed to the war effort by the major advertising media with radio stations responsible for about 100 million dollars of that amount, Harold B. Thomas, vice-chairman of the Advertising Council, told the NAB War Conference in Chicago last Thursday. He spoke in place of Chester La Roche, advertising council chairman, who was ill. Mr. Thomas is president of the Centaur Co., and president of the Advertising Research Foundation.

He cited the Advertising Council, made up of all media groups, as an outstanding example of how different units of business can unite and pull together in a common cause. Failure to recognize fully the role that advertising plays in total war, he said, "is the equivalent of a military error."

Organize Communities

Urging all members of the advertising field to organize their local communities so that advertising can perform its assigned function as a major channel of communication, Mr. Thomas said:

"In the year ahead we will be called upon to help recruit housewives by the millions to leave their kitchens for the jobs men left behind; we will have to persuade millions to help harvest the food and process it, and see that it is shared; we will have to persuade Americans to eat nutritious food, to shun black markets, to understand what the army does with food and what is meant when we say food is a weapon of war.

"We will have to recruit part time volunteers by the hundreds of thousands for rationing boards, civilian defense councils, as army ground observers or spotters; we will have to help get our people to buy more and more war bonds and to understand clearly why they should. They will have to learn to conserve, and to spend less—to eat it up, wear it out, make it do.

"We will be called upon to quicken public responsibility to stay on jobs every working minute, to work harder without grumbling. We will need to make the meaning of the war clearer, to curb disunity, to halt loose talk, to de-bunk rumors. These and a dozen other vitally important things must be done and advertising must help do them. If it plays the part it is capable of playing, fewer American men will die."

The council, which renders all services gratis to government and business, has made substantial progress in working for the conversion of advertising space and time to war information, Mr. Thomas reported.

"Business proposes to deal with the distribution of war information to the home front and to pay for the opportunity," he said. "Just as conversion of plants was the first war contribution of business, the conversion of advertising is its second. If you are proud of what business is doing, you have a right to be. This is the new competition—to see who can do the most for America."

Alluding to radio's war job, Mr. Thomas recited some of its more spectacular achievements, such as the drawing of 104.000 applications for non-combat pilots following a seven-day campaign, as against a goal of 50,000; a boost of between 100 and 250 percent in nursing recruits during a three week period, and a jump of 40 percent after two weeks on the network allocation plan in candidates for the Marine officers school.

In a democracy, he said, the greatest weapon is "information and understanding." Whereas the original effort was to raise funds from industry, as was done in the scrap and fats and greases campaigns, he declared those were exceptions. "Our plan was for conversion of existing advertising space to war purposes."

Mr. Thomas outlined the scope and purpose of the council. It is made up of top executives from the Nation's advertisers and agencies, newspapers, radio, magazine, outdoor and 17 related groups. Radio is represented by Paul Kesten, CBS, vice-president and general manager and Neville Miller, president of the NAB. As a volunteer effort, it renders all services gratis both to Government and to business.

Cooperation With OWI

Mr. Thomas broke down a score of jobs that the Council worked on during the first year. Listing as number one the development of the radio allocation plan in cooperation with OWI, he estimated the value of contributed radio time and talent at 100 million dollars. The only other Council project reaching that estimated figure was the plan for business, covering estimated expenditures of an equal amount on printed advertising alone.

The figure of more than 250 million dollars already diverted for the war effort was described by Mr. Thomas as "just the beginning". He cited commendations from Government officials for the effort. Now the job is the final follow-through which can be supplied locally. The council has in preparation a community war plan to make it easy for advertisers to cooperate in placing war advertising, he said. It would ask local advertisers to provide jointly a war advertising fund and make clear that careful planning and coordinating of war messages can eliminate the "chaos and disruption of frequent, urgent appeals for aid on war campaigns."

Provision should be made in this community war plan for the use of all local media. He urged advertising men to stop thinking of themselves as broadcasters, advertisers or agency men, but as "civilian fighters" managing an industry that produces a "mighty war production—one that can arouse this nation to wrath and effective action that will astound the world."

1,000 DELEGATES ATTEND OPENING

Programs Must be Improved, Says Paley

Cites Danger in Yielding to Pressure Advertising For Bad-Taste

By WILLIAM S. PALEY*

President, Columbia Broadcasting System

I HAVE BEEN ASKED to talk about radio programming. I do so, not in the role of a program expert, whatever that may be, but as one who, having watched the development of radio over a period of years, might make some observations about the special place of the programming operation in the radio broadcasting industry.

Four Challenges

The emphasis I shall place on this subject might give the impression that I consider it to be the only problem of importance to broadcasters and broadcasting. That, of course, is not true. But I know of no better way to indicate how important I do consider this subject than to list it as one of what, to my mind, are the four most important challenges which broadcasters, looking toward the future, face today.

First is the continuing change in our relationship with government, which may be effected by regulation or by legislation or by both.

The second is the challenge of our own public relations, in the broadest sense of informing the public about the importance of broadcasting as an instrument of daily service and of democratic freedom. We have informed the public expertly about almost everything under the sun, except broadcasting itself.

Third is the challenge of technical change which lies ahead. This includes the probable change in whole or in part from our present broadcast band into the higher frequencies, both for radio broadcasting, television broadcasting, and probably facsimile broadcasting.

Fourth is the subject to which I address this talk—radio programming. And I might add that, in a very practical sense, this challenge and the way we meet it, may have a far-reaching effect on all our other problems.

I feel confident that all thoughtful broadcasters will understand me and agree with me when I predict that history and the American people will in the end pronounce the ultimate judgment on the war record of the broadcasting industry almost solely in terms of progress. We shall not be judges on our engineering accomplishments, despite the undoubted difficulties of maintaining standards under war-time anxieties over manpower, maintenance of income, payment of taxes, and other management pressures. No matter how resourceful the solutions of our present business or operating problems may be, let us not forget that these are essentially trade matters and that outsiders, if interested at all, take it for granted that these solutions will be found.

The End Product

Most industries face vexatious problems today and they are expected to solve them. Every industry must face the fact that it will be evaluated almost entirely by its end products. In radio that end product consists of the radio programs put on the air. And because that product must take an almost untold number of forms, must be flexible to the extent of meeting new conditions from day to day, must concern itself with every aspect of life, must be turned out to fill from 16 to 24 hours in each and every day, it challenges the ingenuity and the creative power of its makers to an extent seldom faced by those in any other field.

In a very real sense, our programs are today the symbol of our participation in the war, and it will be through our programs that we must build the post-war prestige and justification of privately licensed broadcasting.

Perhaps never since the earliest days of the industry has there been such a necessity for top management to interest itself in programming. I do not make this point with the thought that top management necessarily represents the top in creative program ability. Where it does the program department will be enriched. But even where it doesn't the direct and personal interest of top management in program planning and execution will bring important added values to the program department.

Expression of Interest

This interest can express itself in many ways. For example, in seeing that program department personnel has easy and constant access to the chief officers of radio organizations. Or, in making a point of a fair hearing in any dispute between the program department and the sales department, and in weighing the importance of sound programming over the long haul, against certain immediately lucrative commercial opportunities. Or in displaying interest in, and awareness of, inspired work from the rank and file in the program department. Or in encouraging pride in programs as such, by always giving the program department the best break possible when budget time rolls around.

May I pause at this point to say, parenthetically, that I am not unmindful of the peculiar hardships of some of the very small stations in the very small towns. The war has fallen heavily upon certain of these stations, and their operators I realize might be inclined to smile at those among us who enjoy the

(Continued on page 50)

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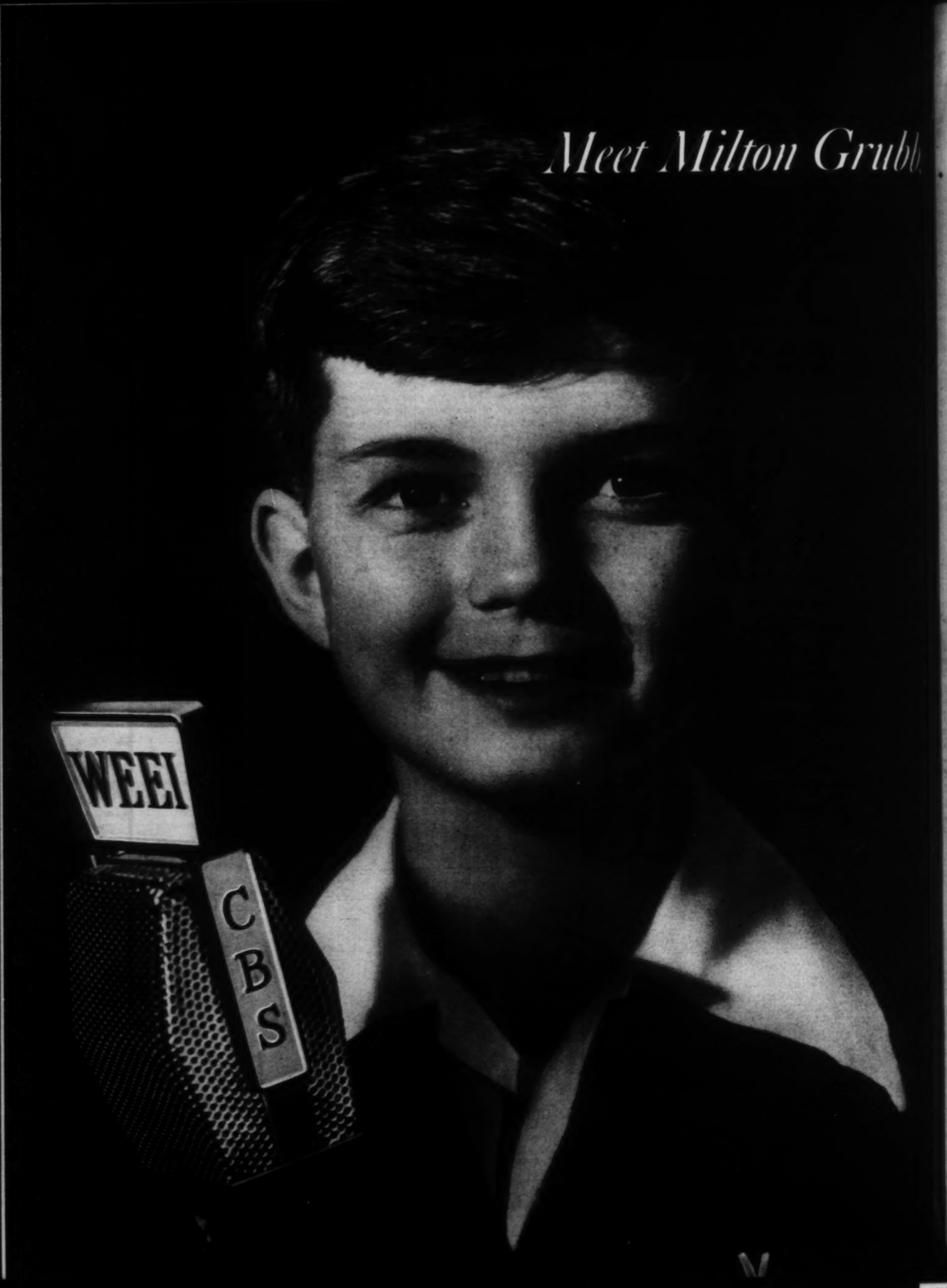
*Text of address delivered April 28 at the NAB War Conference in Chicago.

SESSION OF NAB WAR CONFERENCE

Meet Milton Grubb...



...he is one of Boston's BIG men

Milton Grubbs is 14 years old. He is one of New England's best known and best liked personalities.

There's a lot of Barnum in Milton. But no more than in a million other kids who love to "play-act." The difference is that Milton lives within earshot of a certain Boston radio station.

It happened this way: nearly two years ago, Milton's favorite station (and his family's) had a smart idea. WEEI was going to let the younger generation prove its fibre on a new weekly program. The series, said WEEI, would be cast entirely by teen-age kids, under the sympathetic tutelage of Dolphe Martin, who would select them by try-outs.

Hundreds of starry-eyed boys and girls came to the auditions. From this bubbling talent pool, dozens were chosen—choristers, soloists, actors, repertory player candidates. And Milton Grubbs, m.c.

Finally, the show was ready; the big day came. Milton Grubbs, scared but resolute, announced...*"This is Youth on Parade."* The choristers picked it up and ran along the vocal scale with it. Fledgling Ruth Casey helped blend it with a magnificent solo. The junior Barrymores did a capsule dramatization. A comedian with a changing voice gave some remarkably true impersonations. Youth was on parade, over WEEI.

It was a hit. Not just another "kid show"; not a one-performance amateur hour... but a variety series of CBS caliber. And today—99 programs later—it's still a hit. *So much so that through WEEI's vast service area, almost one out of every four listeners are tuned to the program.*

Forty-four programs after the first brave show, *Youth on Parade* "went Columbia" coast-to-coast... Milton Grubbs, m.c. We hope you will listen this Saturday, at 10:00 a.m., over your own CBS station. You'll enjoy the show, we know. And we think it will tell you eloquently why WEEI (where it all started) is so much a part of the lives of New Englanders...why WEEI is, indeed, Columbia's Friendly Voice in Boston.

YOUTH ON PARADE is now ready for sponsorship ...on CBS coast-to-coast. Ask us or CBS for details.

WEEI

COLUMBIA OWNED

CBS

Columbia's friendly voice in BOSTON 590 kc

Represented by Radio Sales the SPOT Broadcasting Division of CBS

Fly Urges Post-War Planning Board

Praises Industry War Job; Points to His Stand on Private Ownership

By JAMES LAWRENCE FLY*

Chairman, Federal Communications Commission

I WELCOME this opportunity to speak, at the invitation of the Columbia Broadcasting System, from this War Conference of the National Association of Broadcasters which is now going on here in Chicago.

Our radio broadcasting stations have now had 16 months experience in serving the public under wartime conditions, and so the time has come for the industry and station managements to take stock of developments so far, and to lay plans for the future.

If I were to sum up radio's experience since Pearl Harbor, I would say—and I think most radio listeners would agree, that the American system of broadcasting has met its first great crisis, and has met it successfully. Despite the manifold difficulties which have beset wartime broadcasting, the networks and stations have given us a full quota of service—including news from the fighting fronts and from the home fronts, comment on and discussion of the news and public issues, entertainment and relaxation, and programs stressing full public cooperation in the many war drives which are so essential if we are to win an unconditional victory.

Cites Elmer Davis

Elmer Davis has said:

"The better the American people understand what this war is about, the harder they will work and fight to win it."

That is the challenge which our broadcasters are currently facing, and facing with courage and ingenuity.

Let me take one example among many—the broadcasts from abroad which help keep the American public better informed than any other nation on the face of the globe.

Daily broadcasts from London, Chungking, Algiers, Moscow, Darwin, and points between, surmount the barriers of distance and national boundaries to bring us news of our troops abroad and of the world outside our borders.

In this and other ways, it seems to me, radio is meeting the challenge of wartime operation, and as a direct result, the American system of broadcasting—by which I mean stations and networks privately owned and managed but operating in the public interest—stands on firmer ground today than it has ever stood. Far from shaking our basic broadcasting structure, the war has strengthened it, so that today the essential importance of broadcasting in the war is universally recognized.

Before war actually came, there were those—and as the record clearly shows I was never one of their number—who believed that our communications structure could not survive in private ownership during a war, and who thought it inevitable that now, as during the first world war, telephone, telegraph, and perhaps radio broadcasting would have to be "taken over." Since my first appointment to the Commission, I have firmly opposed that philosophy, and time, I think, has shown that it was a wholly mistaken notion. Experience has shown what I, along with all other responsible Government administrators, have always believed, that private broadcasting, in war as in peace, is a main bulwark of American Democracy.

Let me add, however, that in the final analysis the future of broadcasting is not in the hands of the Federal Communications Commission, or of any other Government agency. It is in the hands of listeners. Government may act to improve a situation here or to eliminate an abuse there, but the real fate of broadcasting lies in the hands of listeners, themselves. By your support you make broadcasting possible, and so long as your support is forthcoming, broadcasting will flourish.

It is this dependence on public support which makes radio a prime democratic medium of our era. By turning a dial, the listener can select or reject, accept or relegate to limbo, any particular program, and by flipping a switch he can shut out the entire radio spectrum. Conversely, his interest and his attention can make radio an intimate part of his daily life, and of the life of the nation. You, as listeners, are thus the ultimate judges who fix the quality of radio programs. The responsibility is largely yours.

Needless to say, broadcasters are sensitive to public opinion. Hourly surveys conducted day and night keep the industry aware of popular reaction. They know when the dial is turned or the switch thrown shutting off all service. It is this sensitivity to public opinion, it seems to me, which has made radio democratic and which keeps it democratic. The same factor lays the responsibility upon the shoulders of the listening public.

Broadcaster's Problems

It has not been easy for the broadcasting industry to maintain service uncurtailed during the war. They have had to meet and to overcome the most serious obstacles, a few of which I should like briefly to describe. It is due in large part to these obstacles that the War Conference of the National Association of Broadcasters is meeting here this week. One major problem is the manpower shortage which affects broadcasting even more than it does some other industries, because radio is essentially a young man's occupation and even the oldtimers are comparatively young men. The staffs which remain—and I include particularly those radio technicians whom you never hear over the radio, but who nevertheless keep the stations going—are hard put to maintain continuous service.

The Federal Communications Commission has taken several particular steps to help alleviate this manpower shortage and the industry has taken many more. The problem is not wholly solved, but I doubt very much that any stations will be forced off the air in the foreseeable future for lack of personnel.

A second major problem which broadcasting must solve is the equipment shortage. The armed forces need radio equipment in unprecedented quantities and their needs come first. Perhaps the most pressing aspect of this problem is the supply of batteries for radios in farm homes which do not have electric power. The farmer more than others is dependent upon radio for market and crop reports, for news and information and for entertainment. Engaged as he is in the battle of production, he needs and deserves the many benefits of radio if his efficiency is to be maintained.

Due to the battery shortage, unfortunately, many farmers are for the time being deprived of its advantages. The difficulty is that batteries require materials urgently needed for direct war uses. To date no satisfactory substitutes have been devised. The War Production Board of course is doing its very best to solve the battery problem and I look forward to an early solution. Meanwhile, every owner of a battery-operated receiver can help by conserving his own battery.

Post War Prospects

Perhaps this is enough to give you some notion of the many problems being threshed out here in Chicago this week. In conclusion I would like to open up very briefly some post-war radio perspectives.

Few of us, I think, realize the tremendous progress that has been made in radio and related fields during this war. Military secrecy of necessity shrouds these developments which the enemy would give much to know. Later these technical developments adapted to the purposes of peace will unquestionably revolutionize all forms of communication and lead to new and better uses in the public interest. I think that all of us now realize the utmost importance of planning for

(*Continued on page 46*)

MANPOWER was the topic and its seriousness is denoted by the expressions of these head-table speakers at the initial session of the War Conference last Tuesday (l to r): Brig. Gen. Frank E. Stoner, Assistant Chief, Army Signal Corps; Lindsay Wellington, North American manager, British Broadcasting Corp.; Lawrence A. Appley, executive director, War Manpower Com.; Lt. Com. P. H. Winston, Selective Service.

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*Text of speech delivered April 28 on Columbia Broadcasting System from NAB War Conference in Chicago. See running story of Conference for other comments by Chairman Fly.

Nothing recedes like success!

"To be here tomorrow, advertise today"

Now, more than ever, this ancient advertising maxim is true — true for firms with products to sell — true for those whose products have gone to war.

The first quarter of this year has been *the best in the history of WNEW . . . 42 more advertisers for '43!* Ten are new national advertisers . . . 11 are new local accounts . . . *and 21 are former WNEW advertisers,* welcomed back with open arms.

All advertising pays on WNEW — New York's first station in low cost of reaching customers. And dozens of regular WNEW advertisers — some of 10 years standing — will tell you, "Constant WNEW advertising makes sales *GO UP* — and *STAY UP!*"

WNEW

501 MADISON AVENUE · NEW YORK, N. Y.

Serving New York and New Jersey Twenty-Four Hours a Day

NATIONALLY REPRESENTED BY JOHN BLAIR & COMPANY

Post-War Buyer Stimulation Is Urged by Research Group

Business Must Prepare to Translate Deferred Buying Power Into Effective Demand

"CONSUMERS must be persuaded to buy more things than they have ever had before", if post-war business is to be successful in maintaining production levels that will absorb the available labor force, according to *Markets After the War*, economic study released April 29 by the Dept. of Commerce.

The report was written primarily for market analysts at the suggestion of the Committee for Economic Development, whose aim is to stimulate and help business do its own planning for high-level employment and post-war production. The CED, while originally sponsored by the Commerce Dept., is an independent organization supported by contributions from industry. *Markets After the War* is being reprinted by the committee for distribution through its community committees throughout the country. CED headquarters are in the Department of Commerce Bldg., Washington.

Boom and Depression

Pointing out "there is nothing automatic or inevitable about this post-war market," the report says the potential that goes with "high income, deferred demand and accumulated purchasing power needs to be translated into effective demand for particular goods and services."

S. Morris Livingston, author of the report, chief of the national economics unit of the Bureau of Foreign & Domestic Commerce, directed particular attention to the serious threat of "simultaneous boom and depression" following the war.

Following is a selection of significant facts and figures from the text of the report:

Federal Government now buys half of national output.

In 12 years, 1929-41, output per man-hour of employment increased 34 per cent. Fewer people, working shorter hours, produced substantially more goods and services in 1940 than in 1929.

Increase of 10 million workers is projected from 1940 to 1946. This assumes longer schooling trend, earlier retirement, a practical minimum of 2 million unemployed and continuation of nearly 2 million in armed forces.

Potential capacity of available manpower in 1946 almost 50% greater than total output in 1940.

First quarter of 1943 national output was at annual rate of $170 billion, or $146 billion in 1940 prices. Physical production already 50% greater than in 1940.

WPB Plans New Agency To Plan Civilian Needs

A STRENGTHENED agency within WPB to supervise production of civilian requirements was reliably forecast last week as officials were reported completing an order giving vast new powers to a revamped office of civilian requirements, under Arthur D. Whiteside, new WPB Vice Chairman who reports directly to Donald Nelson.

The order was expected momentarily. According to well-informed sources it would give Mr. Whiteside ample authority to insure that civilians are properly represented in the allocation of materials and facilities for production. Whether the new arrangement would effect the status of such agencies as the Radio & Radar Divisions foreign and domestic broadcast branch under Frank H. McIntosh remained unanswered but it was generally believed that a representative of Mr. Whiteside would have a voice in keeping a supply of radios for civilians along with other commodities.

CRAIG GIVES UP NAB ACTIVITIES

FORCED by current conditions to devote practically all of his time to executive direction of the National Life & Accident Insurance Co. in Nashville, Edwin W. Craig, executive head of WSM, Nashville, for the first time in a decade relinquishes his status as an NAB director. Mr. Craig a member of the board since 1935, was not a candidate for reelection as a director-at-large at the NAB War Conference.

Serving as executive vice-president of the insurance company, of which his father is board chairman, Mr. Craig during recent months has been devoting practically all of his time to that business, with Harry Stone, WSM general manager, taking most of his duties.

A familiar and forceful industry figure, Mr. Craig had been in the leadership of practically every industry crisis during his board tenure which began with the Colorado Springs convention. He was chairman of the reorganization committee which in 1938 brought in the plan for the present trade association. He also placed in nomination Neville Miller as the industry's first president in 1938. Mr. Craig did not attend the Chicago sessions but word was conveyed that he would not be a candidate for reelection. He has served as a director-at-large for large stations.

WWDC Names Weed

WWDC, Washington, has named Weed & Co. as national representative effective May 1.

MILLER McCLINTOCK, president of MBS was stricken with pneumonia last Thursday in Chicago as the NAB War Conference ended and his West Coast speaking tour was cancelled.

CORRIDOR CONCLAVE convoked convivially (l to r): Harold
Lafount, president, Atlantic Coast Network Inc.; John Mayo, Associa
Music Publishers; W. A. McCall, United Press, Chicago; Ralph W
WOV, New York; Al Harrison, United Press, New York; Harold B
WBAL, Baltimore.

Big Selling Job on Department Stor Must Be Done by Radio, Garber Claim

DECLARING that radio must have a more important place in department store advertising budgets, and laying blame for failure to obtain this largely upon broadcasters themselves, John A. Garber, advertising manager of Strawbridge & Clothier, Philadelphia, took both industries to task when addressing station executives at a meeting on "Sales—a Wartime Necessity," last Wednesday night at the NAB War Conference.

A Few Problems

Mr. Garber expressed belief that radio will and must have an important place in the department store advertising appropriation. He warned, though, that a long missionary and selling job must be done by broadcasters to share those dollars—some 75 to 100 million of them nationally.

Mr. Garber listed some of the reasons it has been difficult for those two industries to get together: (1) lack of intelligent approach to programming and ti
by both stores and stations; (
charge-back system by which th
buyer or divisional man is in th
last analysis responsible for hi
publicity expenditures as well a
sales, and his consequent refusal t
take a chance on radio; (3) fai
ure of stores to give programs ad
quate time to take; (4) failure o
stores to expend enough of th
publicity budget on radio to ma
an adequate impression on the ma
ket; (5) the problem of bucki
good national programs practical
throughout the day; (6) lack of u
derstanding of radio on part o
store advertising men trained i
visual media.

He cautioned broadcasters to s
a merchandising story, not a sho

Helen Kennedy, advertising d
rector of Kroger Grocery & Ba
ing Co., Cincinnati, also a spea
er at the sales session, said there i
a post-war selling job to be do
and radio is in a position to do i

BRUSH FIRE BURNS WCAP TRANSMITTER

TRANSMITTER of WCAP, Asbury Park, N. J., was destroyed by fire last Wednesday, putting the station off the air indefinitely. Sparks from a brush fire near the transmitter, about three miles outside Asbury Park, got in between the slate roof and the ceiling of the transmitter house, whose occupants realized too late that the structure was on fire.

Thomas F. Burley Jr., station head, told BROADCASTING that the building is a wreck with only the side walls standing. He estimated the damage at about $60,000. He said that the antenna and the ground system are still in good condition and that an emergency transmitter will be set up at the base of the antenna as soon as new equipment can be secured.

Mr. Burley said that this is the second transmitter he has lost by fire, that of WBRB, Red Bank, N. J., having been destroyed.

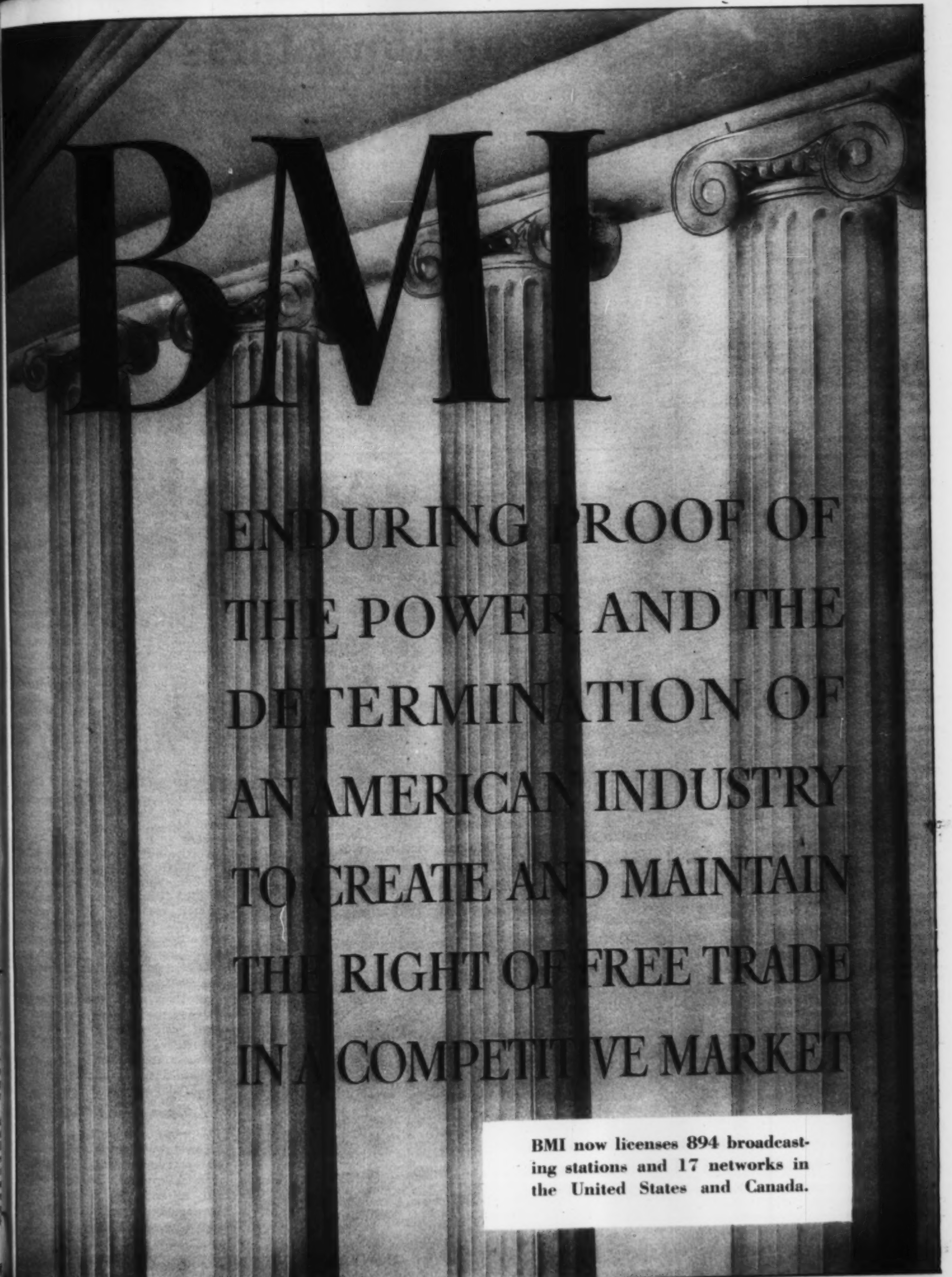
PRESIDENT Roosevelt's speech Monterey, Mexico, April 20 had a Hooper rating of 44.1.

WHEELER DELAYS FCC BILL HEARIN

OPENING hearing on the Whi
Wheeler Bill to reorganize th
FCC has been postponed until Fr
day, May 14, by the Senate Inte
state Commerce Subcommitte
Chairman Wheeler announced la
week. He explained that absence o
Sen. White (R-Me.), who is out o
Washington on official business, a
counted for abandonment of th
previously announced hearing da
May 6 [BROADCASTING, April 19
The White-Wheeler Bill (S-81
would sharply restrict regulator
functions of the FCC. It would d
vide the Commission into two a
tonomous bodies of three membe
each—one to handle broadcastin
and related matters, and the oth
to handle common carriers.

Sen. Wheeler said last week th
plans for the hearing were not y
ready. Since the White-Wheeler B
generally parallels the Sande
Bill introduced last session, it
believed that hearings will not b
extensive, and that they involv
only non-repetitious testimony t
supplement the last year's San
ers Bill records.

XUM



BMI

ENDURING PROOF OF THE POWER AND THE DETERMINATION OF AN AMERICAN INDUSTRY TO CREATE AND MAINTAIN THE RIGHT OF FREE TRADE IN A COMPETITIVE MARKET

BMI now licenses 894 broadcasting stations and 17 networks in the United States and Canada.

NAB Retail Promotion Starts in Fall

Solves Both Store and Station's Problems

THE INDUSTRY-WIDE retail promotion plan will be put into operation early next fall, it was announced by Paul W. Morency, WTIC, Hartford, chairman of the plan committee, at the Wednesday afternoon session of the NAB War Conference. The financial commitment was made by the NAB board last Monday, which agreed to make up any deficit of the $125,000 goal set for putting the plan into operation. To date close to 300 stations have pledged almost $83,000.

The potential for radio in the retail field was comprehensively presented by Sheldon R. Coons, who has been retained as special consultant for the promotional plan. Mr. Coons, in paying tribute to the members of the committee, recalled the thoroughness with which the problem was studied before agreeing to undertake the job.

Experts Consulted

"We were in touch with authorities and experts supplementing our own knowledge of distribution, economics, government, research, and finance. We talked to retailers and analyzed surveys on the use of radio by retailers. We prepared budgets of varying size to fit plans, and finally emerged with a basic plan which your Committee approved and endorsed," he said.

"The committee questioned us as to every detail, went over the plans with a fine tooth comb, and then presented its own plans for the financing of the undertaking, which in turn were discussed and debated with every segment of the industry represented in the debate, and finally approved."

Mr. Coons read a news story on the record breaking increase of retail sales and revealed that March and April retail sales will be substantially ahead of a year ago. In a review of wartime merchandising problems, Mr. Coons predicted that the 1943 retail volume will be maintained at its present high level. The Retail Promotion Committee plan will be put into effect at a time when these conditions prevail:

1—the shortage of goods is apparently being surmounted by the nation's retailers,

2—the retailers' margin of profit on normal volume, even without the excess profit taxes, continues low and indicates a further rise in the cost of distribution, and

3—that the only cure of unprofitable distribution is in greater volume, or in lower sales costs, or both.

"Never was a classification of advertisers so harried," Mr. Coons continued, "so in need of communication with its customers, so uncertain of the future trends affecting it. If you believe as I do, and as I hope the study will prove, that broadcasting is a magnificent and effective sales force, I say to you that the retailers will welcome our study of their business and the light we expect to throw upon our medium now, and that once they know and understand broadcasting, you will get together."

As an answer to those stations still unpledged to the plan who say that they are sold out or that local business is undesirable, Mr. Coons drew an analogy between broadcasting and retailing. Twenty years ago department stores, at the zenith of sales and profit, scoffed at suburban stores, neighborhood stores, chain stores, with the result that their sales and profits have slipped.

Issuing a warning signal that the present prospect of radio is full of pitfalls, Mr. Coons remarked that too much of radio revenue is concentrated in too few fields; to few classifications of advertisers buy the medium. Many people believe that radio is in in its patent medicine era, he said, which the press once experienced and from which it has long since emerged.

New Dignity

More department store advertising would give new dignity to many new radio stations, and would provide a volume which would make unnecessary present accounts which the broadcasters themselves wish they could afford to do without. If the leading retailers embrace radio, the whole tone of the local radio business will improve, and further, if the retailers come to believe in radio as a medium, radio will develop many classifications of accounts whose distribution is through store outlets.

Lewis H. Avery, NAB director of broadcast advertising, outlined the actual mechanics of the plan to the assembled broadcasters. A dramatic four-hour presentation of problems of retail selling, retail distribution, and the part radio advertising can play in their solution are packaged in a master showing including: (1) sound motion pictures, (2) motion slide films, (3) transcriptions, (4) animation, (5) charts, (6) supplementary exhibits, (7) printed material for distribution.

The master showings will be routed around the country. In addition, all of the facts contained in the last showing will be available in jumbo easel form, and 500 desk presentations will also be made available to each participating station.

Harvard Studies Air Use by Retailers

Report Will Be of Aid To Buyer, Seller Of Radio Time

By C. H. SANDAGE

Visiting Professor of Business Research Harvard University

THE HARVARD Business School is starting a study of radio advertising as employed by retailers, service operators, wholesalers and manufacturers with limited territorial distribution. The support and help of radio station management is necessary to make the study a complete success.

Prof. Sandage

The school feels that such help will be given because of the outstanding contributions which the industry has already made to advertising and market research. It is probable that no other advertising medium has devoted as much time and effort to this type of work. Most research of the past, however, has been devoted to a study of radio as a medium for the national advertiser.

Results of past research have been most helpful to both the radio industry and the national advertiser. Equally beneficial results can stem from research into radio as a medium for the local businessman. It is therefore the purpose of the Harvard study to find out what makes radio click for the retailer and other local businessmen. Facts uncovered from such a study will serve as guiding principles to both the buyer and seller of radio time. They should also be of value to local merchants in their postwar responsibility to distribute the vast quantities of goods made available by peacetime industry.

Procedures to Be Followed

A considerable amount of time will be devoted to making personal calls on advertisers and station management to discuss at first hand the experiences of successful and unsuccessful users of this powerful advertising tool. In these personal interviews all aspects of radio use will be analyzed. The following factors will be included for specific study: programming, length of time on the air, methods used to measure success, actual sales results from use of radio, types of products and services especially adapted to radio advertising, how commercials are utilized, importance of personalities, building participation features, degree to which radio promotion is merchandized by station or agency personnel and the coordination of radio with other advertising efforts.

In addition to using the personal interview method some information will be sought by mail from advertisers and radio stations. Short questionnaires will be used to secure data concerning the extent and character of local radio advertising. Advertisers will be asked to submit such data as the relative importance of radio in their total advertising budget, results from their use of radio, types of programs used and their estimate of the success of radio.

Stations will be asked to supply data on the relative importance of local business, the extent to which advertising agencies supply local business and a detailed breakdown of local business by spot announcements and sponsored programs.

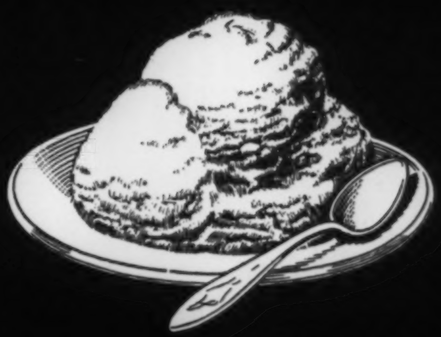
Need Help of Stations

A study such as this cannot be successful without the help of radio station management. We have already asked radio stations to furnish us with the names and addresses of their local accounts. Th

(*Continued on page 69*)

MIDWESTERNERS ALL (l to r): Les Johnson, WHBF, Rock Island; Clair Heyer, Armour & Co., Chicago; F. A. Higgins, WDAN, Danville, Ill.; Herbert Denny, Standard Radio, Chicago; Alex Sherwood, Standard Radio, Chicago; Mrs. Higgins; John J. Laux, WSTV, Steubenville, O.; Mrs. Denny.

Like Ice Cream . . .



KYW is Philadelphia's Dish!

Philadelphians brought ice cream to its rich perfection. They invented the ice cream soda. And through generations ice cream has become Philadelphia's dish.

Rely on a Philadelphian to know Philadelphia tastes—in radio as in every other field. And remember that Philadelphia advertisers buy a huge and growing share of KYW's sponsorship. Today they account for 43% of all our non-network time.

This would not be so remarkable if KYW were a small local station specializing in local retail advertising, but it isn't. KYW is the 50,000 watt, top-notch station of the nation's third market, carrying NBC programs.

Investigate our directed coverage, which saturates the market from the Appalachians to the sea. KYW is Philadelphia's dish. Make it yours as well.

WESTINGHOUSE RADIO STATIONS Inc
WOWO • WGL • WBZ • WBZA • KYW • KDKA
REPRESENTED NATIONALLY BY NBC SPOT SALES

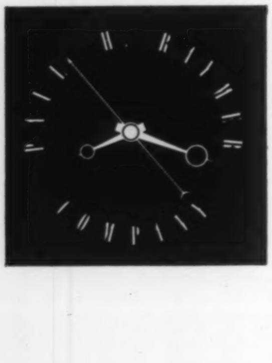
KYW
PHILADELPHIA
50 000 WATTS

1943

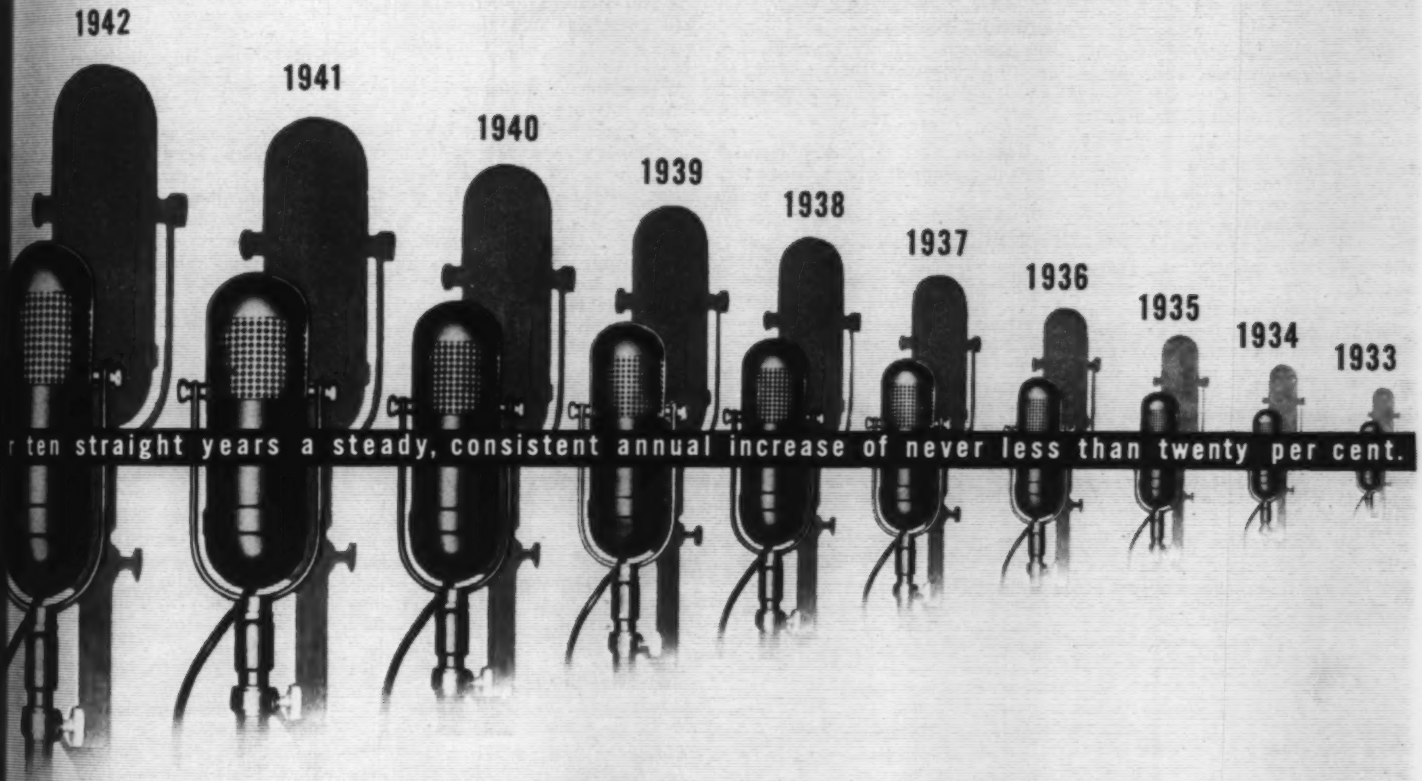
TO OUR FRIENDS

AS WE PASS OUR TENTH ANNIVERSARY...
The record of our growth
is gratifying evidence that
the highly specialized service
we have created has earned
your respect and confidence.

Paul H. Raymer



PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES


1942
1941
1940
1939
1938
1937
1936
1935
1934
1933

r ten straight years a steady, consistent annual increase of never less than twenty per cent.

Don't Get Smug, Price Warns NAB

Censor Chief Praises Industry for Code Cooperation

By BYRON PRICE*
Director of Censorship

IN THE YEAR since we were last together at Cleveland you have been making history.

At the time of that meeting, no one knew what would happen to broadcasting. Many of you were apprehensive about your properties and your future independence. Nor was the Government, on its side, free of worry. The potential dangers from radio impulses leaping out over our national boundaries in wartime were plain to see, and terrible to contemplate.

We were undertaking an experiment which many felt sure would fail. Voluntary Censorship of broadcasting had never been tried before. In other countries, even other democratic countries, we had seen radio become the wartime chattel of Government. We were all aware, I believe, that some of your own listeners wanted to see the same thing happen here. It was a fateful moment for the future of American broadcasting.

In the past year we have come to understand each other better. I think I speak our mutual thought when I say that we stand on solider ground with one another, and that much of the strangeness and tension has gone out of our relationships. Although it is far from being the whole battle, the clearer atmosphere in this field is an important contribution toward victory.

Cooperation Acknowledged

I am glad to make acknowledgment of the splendid cooperation of so many of you in the experiment of voluntary censorship. We have asked much, and we have received much. For reasons of security, we have not always been able to explain fully why we were asking. Still you have been willing to respond. Hundreds of stations are helping to write a bright page in the story of broadcasting—a page which in times to come will utterly confound those totalitarian philosophers who put so low an estimate on the strength of free institutions under the strain of total emergency.

On its part, the Office of Censorship has sought to deal fairly and understandingly with your wartime problems. We have clung always to the concept that unity of effort can better be attained in this enlightened industry by plain and direct appeals to reason than by threats of fines and imprisonment. Often the application of that principle has required the ultimate in skill and patience; and I pay tribute gratefully, as all of you should do, to the tireless and intelligent service which is being rendered day and night by Harold Ryan and his associates on the staff of Censorship. Your industry owes them a debt far greater than any of you realize.

Now I have spoken frankly about the past. I will be equally frank about the present and the unfinished task ahead.

The truth is that you have found voluntary Censorship easier than you had feared it would be. You have been able to present the news from many fronts, in much detail. Entertainment programs continue without great change. You have seen no invasion by Censorship of your right to free expression and opinion. By and large, you have not suffered the financial losses you expected. You naturally and commendably resent Censorship, and always will, but you have learned to live with it, and have not found it unendurable.

Voices Warning

You are getting along all right. But my studied advice to you is not to be too smug about it. Radio—and the same is true of the press—could make no greater mistake than to suppose that voluntary Censorship has become a definite and final success, and that the worst is over. The worst will never be over until the war is over. Every danger to the industry which you sensed a year ago is still inherent in the delicate complexities of this uncompleted experiment. It is no time for over-confidence.

It would be quite possible under present conditions to become blasé about the Censorship Code—to say "Oh well, it didn't amount to so much after all, we really don't have to think much about it." I remind you that the Code does amount to a great deal. Its religious observance means much to the security of your country, and much to the future of broadcasting. There is nothing more dangerous than being lulled into a false sense of security.

So I come to you today asking not only for a renewal of the faith, but for an even more virile determination on your part to make the Code a living, vibrant part of your daily life. The broadcasting industry itself, as an entity, must take full cognizance of its collective interest. If there are any moldy corners, or cobwebs on any stairway, it is time for you as an industry to clean them up. What a tragedy it would be if a few irresponsible broadcasters among many should accomplish the collapse of a patriotic endeavor which means so much to all of you!

The moral effectiveness and the property investment of every one of you suffers whenever a single wisecracking announcer seeks to make a joke of the Code. You ought to expunge from the book forever such dialogue as "You know, we're not supposed to do this, but for this once here it is, and I hope no censor is listening," or on a rainy morning "Where is that record 'Get Out Your Old Umbrella'."

Your interest and your country's interest are injured whenever a single commentator anywhere, toying with the Code as if it were all a part of a friendly game, tries to see how near he can come to a dangerous disclosure and still have a technical alibi if he's caught. That is not cleverness in the face of the enemy, no matter what the egotist may think of his brainchild.

Heard Abroad

Yesterday I had occasion to speak some plain words to a conference of foreign language broadcasters. I think you know it has never been the desire of the Office of Censorship to see foreign language broadcasting abolished. But you know also that many of these stations are near our borders. You know that their programs can be heard on foreign soil and on the sea, so that in a true sense the broadcasts are international communications. And none of you can be in any doubt that in wartime we not only need, but we must have, censorship of international communications.

Can't Plead Ignorance

Carelessness and irresponsibility in foreign language broadcasting cannot be tolerated by a responsible government. I hope it will not be tolerated in the first instance by the industry itself. The Code provisions regarding this type of operation must be observed. I earnestly solicit your organized attention to this problem, for your own good and for the good of the country.

I don't think any broadcaster can plead, after sixteen months, either ignorance or misunderstanding of the Code. In a letter he sent the other day to one of you, Harold Ryan said:

"The Code was written by broadcasters for broadcasters, and its language is not complicated by legal terminology. We intended that it should be as understandable as possible. In making it so, we sacrificed many wordy furbelows which might have made the document more binding. We felt such tactics were unnecessary in a voluntary system."

Nothing could be fairer than that. The rest is still up to you.

---

* Text of speech at NAB War Conference.

YOU MAY HAVE
A Copy of Westinghouse's 'Truth' Drawing

A 16x20" lithograph of an original wash drawing titled "The Truth Shall Make Them Free" is offered free on request to persons associated with broadcasting by Westinghouse Radio Stations Inc.

The drawing was made on commission for a Westinghouse Radio Stations advertisement to appear in trade magazines, and was exhibited at the NAB War Conference in Chicago. It depicts three peasants listening surreptitiously to shortwave radio and illustrates an important contribution of radio in the fight towards a free, tolerant, united world to come.

INTER-AMERICAN AMITY in Chicago. Converging on the NAB War Conference in Chicago were (l to r): George Burbach, KSD, St. Louis; C. Lloyd Egner, NBC-Radio Recording; Karl Koerper, KMBC; Kansas City; W. B. McGill, KDKA, Pittsburgh; Walter J. Damm, WTMJ, Milwaukee; C. T. Hagman, WTCN, Minneapolis-St. Paul; Lee Wailes, Westinghouse Radio Stations, Inc., Philadelphia; Roger W. Clipp, WFIL, Philadelphia; Emilio Azcarraga, XEW, Mexico City; Harry Sedgwick, CFRB, Toronto, and (for the duration) Canadian War Information Board, New York; Sydney M. Kaye, BMI, New York; Donald Manson, CBC, Ottawa; Ray Shannon, KQV, Pittsburgh, and C. E. Arney, Jr., NAB secretary-treasurer.

WLAC's VICTORY GARDEN DRIVE GOES NATION-WIDE

CLIMAX OF TEN CONSECUTIVE YEARS OF BROADCASTING OVER WLAC

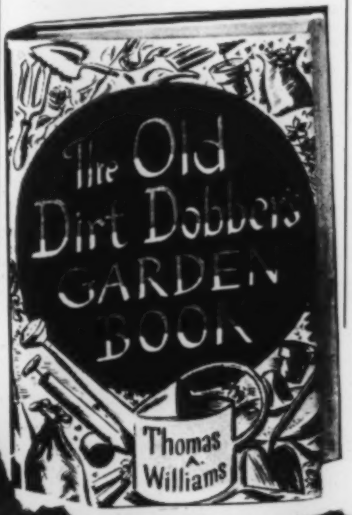
TOM WILLIAMS, "The Old Dirt Dobber," heard over WLAC, Nashville, and the Columbia Broadcasting System, in the agricultural feature, "The Garden Gate."

"The Old Dirt Dobber" is a program feature typical of WLAC originations which stand the test of time. As an authority on growing things, Tom Williams has a background rich in the tradition of the soil. His own display garden covers eight and a half acres and is visited each year by thousands of flower lovers, garden clubs, dealers and judges from every state in the union.

For ten solid years Tom Williams has brought to the listeners of WLAC, in Nashville, a daily program of garden questions and answers.

Three years ago, the Columbia Broadcasting System made "The Old Dirt Dobber" a regular weekly feature so that millions of garden enthusiasts could benefit by Mr. Williams' thorough experience. His popularity with the CBS audience is illustrated by a stack of 650,000 "fan" letters.

This year the U. S. Dept. of Agriculture has accorded to "The Garden Gate" program the distinction of touching off the Government's drive for 20 million Victory Gardens. Thus, "The Old Dirt Dobber" carries on from his vast store of information to advise with and counsel millions of Americans in the growing of food for Victory.


The Old Dirt Dobber's GARDEN BOOK
Thomas A. Williams

DIRT DOBBER'S GARDEN BOOK JUST OFF PRESS

Mr. Williams bestows the Order of the Green Thumb on two people each week, who have been nominated as being exceptionally fine gardeners. As a special gift, he is sending autographed copies of his new book, "The Old Dirt Dobber's Garden Book," to the Green Thumbers. Fresh off the press, this book covers every phase of gardening. In addition to chapters on all of the usual subjects, there are many special features on house plants, water-lily pools, vegetables, etc. The book is published by Robert M. McBride & Company, New York City, at $2.75.

WLAC

THE ONLY CBS OUTLET WITHIN 125 MILES OF

50,000 WATTS

NASHVILLE

NATIONAL REPRESENTATIVES, PAUL H. RAYMER COMPANY

Wood Reports Mutual Billings Up 30%; Affiliates Discuss Plans for Cooperation

PLANS for increased network cooperation with affiliates were unveiled by MBS at meetings held by the network at the Drake Hotel Chicago throughout last Monday coincident with the appointment of Richard F. Connor, station relations head of OWI Domestic Radio Branch, to the newly created post of station relations executive. The MBS executive committee met Monday morning, while the board of directors and stockholders convened in the afternoon. An affiliate meeting presided over by Miller McClintock, MBS president, was attended by MGS station men in the evening.

The year 1943 will see an increase of 30% in MBS billing, Ed Wood Jr., MBS sales manager told the affiliates at the evening session. He compared average monthly billings of the past three years. In 1940, he pointed out MBS average monthly billing was $300,000; in 1941, $600,000; in 1942, $800,000. In the last quarter January through March inclusive, MBS had its largest increase in sales in its history. The March sales he revealed, were $1,400,000. The volume discount plan, first announced by MBS at a similar meeting in Cleveland last year, has been extended, with 13 programs now fed to the full network, while seven have expanded their station list.

McClintock Talks

Mr. McClintock delivered an address to the affiliates on the function of radio during the war and its potential in the post-war era. "In all the contacts and activities I have had," he said, "I have never known an industrial organization in this country as challenging, as full of opportunity as the Mutual Broadcasting System. Radio is the greatest single factor to preserve the unity of the people." Mr. McClintock emphasized the inter-dependence of radio with other media as channels of public information which are facing their greatest task during this war.

Robert Schmid, MBS sales promotion director, talked briefly on network promotion. A kodachrome slide film title "This is Mutual", prepared under Mr. Schmid's direction, was exhibited.

Committee Approved

At the board of directors meeting, the organization of an MBS Affiliated Functional Committee was approved. The committee, consisting of ten or twelve affiliates, will be appointed by geographical areas and by size and will operate as a liaison group between MBS stations and the network on station service, programming, and merchandising and other network functions. The committee will be in operation by the end of May, it was said. Appointments of the committee members will be made by Mr. McClintock. Present at the board of directors meeting were: Alfred J. McCosker, chairman of the board, WOR, New York, who presided; W. E. Macfarlane, head of network executive committee, WGN, Chicago; vice-presidents T. C. Streibert, WOR, New York; Lewis Allen Weiss, Don Lee network; T. C. Cambeau, CKLW, Windsor-Detroit, vice-presidents; H. E. Carpenter, WHK, Cleveland; Harold Batchelder, WFBR, Baltimore; Leonard Kapner, WCAE, Pittsburgh; Benedict Gimbel Jr. WIP, Philadelphia; Kenneth Church, WKRC, Cincinnati; Ed Wood Jr., sales manager; Fred Weber, general manager, and Louis Caldwell, attorney. Attending the executive session held in the morning were Messrs. McClintock and Macfarlane, who presided, McCosker, Shepard, Weiss, Streibert, and Carpenter.

Following the meetings, in reply to a query on whether MBS was rejoining the NAB, Mr. McClintock said that "although we have a friendly feeling toward the NAB and the contribution it is making to the industry, we have no attitude to express on MBS rejoining. The presence, however, of opposing factions within a trade group is healthy, virile and democratic."

MR. CONNOR

ANNUAL MEETING OF MUTUAL executives with affiliated station heads was held at the Drake Hotel in Chicago April 26-29 in conjunction with the War Conference sessions. Among those attending were (seated l to r): Miles E. Lamphiear, MBS controller, Chicago; Ade Hult, western sales manager, Chicago; Jack Latham, assistant sales manager; Ed Wood, sales manager; Miller McClintock, president. Back row, Ted Doescher, account executive; Don Pontius, sales service, Chicago; Arnold W. Carlsen, account executive; George Haggard, MBS attorney; Norman Boggs, chief, New York sales office for WGN, Chicago; Carroll Martz, auditor, Chicago; William A. McGuineas, WGN sales manager.

MBS Station P Given To Conn

OWI Official Is Appoi To New Post on Netw

RICHARD F. CONNOR, sta relations chief of OWI Do Radio Branch, has been appoi station relations executive of M effective May 15, it was known last week. The appoint was confirmed by the MBS b of directors which met in Chic last Monday at the Drake H coincident with the NAB War C ference. Widely known in indu circles, Mr. Connor, a former ne paperman broke into radio in on KMIC, Inglewood, Cal. (KRKD), and inaugurated radio news coverage feature the West Coast. He was ge manager of KMPC, Beverly H and later formed his own Los geles advertising agency.

With Don Lee

He continued as head of the until January 1941 when he cepted a special assignment broadcast *Affairs of State* on D Lee Mutual from Sacramento, Shortly after Pearl Harbor, he selected as radio coordinator of Southern California Broadca Assn., a group of 29 station that area. An emergency broad plan put into operation by Connor was used as a model similar groups throughout country. He joined the OWI December.

Don Stauffer, chief of OWI mestic Radio Branch, in announ Mr. Connor's resignation stat Chicago that he had asked Connor to serve as OWI consult at-large. "I have asked Mr. Con to continue with the OWI in advisory capacity because of splendid job he has done in ducting the radio activities on West Coast and in coordina OWI station activities nation We hope to have his advice many problems with which he intimate contact. The outstand job he has done for OWI is kno to every radio station in the cou try, he said.

Miller McClintock, MBS pre dent, stated that Mr. Connor's a pointment is in line with a recen adopted policy of Mutual in brin ing about a closer working orga zation of affiliates. "Mr. Con has been selected," he said, "beca of his varied, matured experie in all aspects of station operat and in relation of station to n work operations."

Gaeth Joins Mutual

ARTHUR GAETH has joined M tual as a commentator, replaci Stanley Dixon in the Mond through Friday 3-3:15 p.m. per and on Sunday, in the 10:45 p.m. spot. Mr. Gaeth spent years lecturing and broadcast in European countries inclu Czechoslovakia, where he was h on Radio Prague. He has ta political science at Brigham Y U. in Utah, and has broadcast cally in this country.

XUM

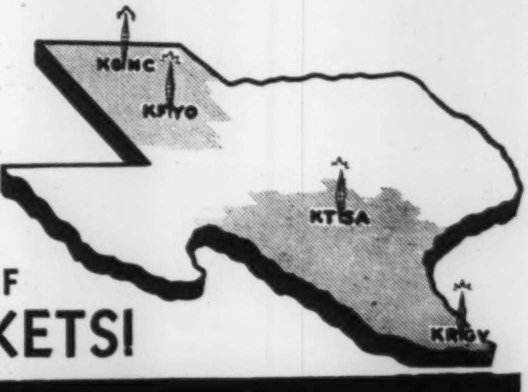
Surplus Millions!

When cotton, wheat, cattle, all foods in fact, oil and natural gas become scarce and very valuable . . . the Taylor-Howe-Snowden radio markets in Texas really boom! Add hundreds of army training fields and war industries . . . and the surplus millions in purchasing power becomes almost unbelievable! That is exactly the situation today . . . greater in extent, probably, than in any other section of the nation.

Here are the facts of a truly remarkable radio advertising opportunity . . . based upon the 1940 Census of Radio Homes in Texas, of which the four Taylor-Howe-Snowden stations provide primary coverage to 34.87%:

	Dwelling Units	% Radio	Radio Units
KGNC, AMARILLO **	70,668	81.34%	57,486
KFYO, LUBBOCK	49,885	74.54%	37,188
KTSA, SAN ANTONIO	448,320	63.53%	284,832
KRGV, WESLACO	52,716	44.54%	23,481
	621,589		402,987
Less Duplication	17,057		11,716
Four Stations, net	604,532	64.72%	391,271

** Does not include primary coverage of KGNC in Oklahoma and New Mexico.



The Taylor-Howe-Snowden Group
GIVES YOU

Primary COVERAGE OF
4 Primary TEXAS MARKETS!

KGNC AMARILLO **KFYO** LUBBOCK **KTSA** SAN ANTONIO **KRGV** WESLACO

Central Sales Office 805-6 Tower Petroleum Bldg., Dallas, Texas

XUM

LANDLUBBERS were these "beachcombers" at the penthouse party Monday evening at Paul H. Raymer's, in Chicago. Guests of the station representative in this unconventional setting were (l to r): Clair McCoullough, Mason-Dixon Group; Edgar Kobak, executive vice-president, BLUE; Beth Black, Joseph Katz Co.; Linnea Nelson, J. Walter Thompson Co., New York; Herbert V. Akerberg, CBS vice-president; Reggie Schuebel, Duane Jones Co., and Margaret Wylie, J. Walter Thompson Co., Chicago.

Mark Woods Addresses Blue Session; War Not Sold to Public, Says Kobak

"THE WAR has not been sold to the public," Edgar Kobak, executive vice-president of the BLUE, told 150 BLUE affiliates at a meeting at the Palmer House last Monday afternoon, coincident with the NAB War Conference.

"Radio has done a good job, but not good enough. We've got to work harder and longer. In these next few months we must work with greater effort and greater determination. We all know that there won't be any radio if the war is lost."

15 Months of Progress

Mark Woods, BLUE president, gave the affiliates a review of network operations since the "birth of the BLUE" in Chicago, Feb. 1, 1942. Mr. Woods' report embraced the 15 months of progress of the network.

Mr. Kobak was humorously introduced as the Simon Legree of the BLUE network and opened his remarks by asserting that there was "no smugness on the BLUE" and that every member of the staff is working to improve the network. Mr. Kobak also talked about promotion and publicity, saying their objective was to get more listeners to listen more hours per day.

"We're not interested in comparative surveys. We are interested in research in listener likes and dislikes, so that we can guide our programming by these facts," he said.

Keith Kiggins, vice-president in charge of station relations, opened the meeting with a general network report including sales figures and revenues. Phillips Carlin, vice-president in charge of programs, told of future programming plans. A number of musical shows under the direction of Paul Whiteman, musical director, will be emphasized.

Fred M. Thrower Jr., vice-president in charge of sales, talked briefly on sales plans. Network executives of the Eastern, Central and West Coast divisions were introduced at the meeting.

Vitamalt Tries 6

ELWAY PRODUCTS Corp., New York, as a preliminary to projected national advertising for Vitamalt, new mealtime beverage, will test a transcribed quarter-hour program on six small stations in various regions starting around the end of May. Product was introduced to radio listeners last February through participations and news programs on three stations in the New York area [BROADCASTING, Feb. 23]. Agency is H. A. Salzman Associates, New York.

Philco Realigns

IN A REALIGNMENT of officers of Philco Corp., Philadelphia, James T. Buckley, president, has been made chairman of the executive committee, while John Ballantyne, vice-president in charge of operations, becomes president. Mr. Buckley will continue to share with Larry E. Gubb, chairman of the board of directors, primary responsibility for policy-forming activities. Charles J. Steinruck Jr., formerly assistant secretary, has been named to succeed the late George E. Deming as secretary.

Post on 150

GENERAL FOODS Corp., New York, will start a spot campaign for Post Toasties, Post Raisin Bran and Bran Flakes on a total of 150 stations, around May 10, using transcribed announcements five-times weekly. Agency is Benton & Bowles, New York.

22 Stations Admitted, NAB Total Now Is 546

BRINGING its total membership to 522, an additional 28 stations were admitted to NAB membership last week during the War Conference in Chicago.

Also admitted, aside from the stations, was the Columbia Recording Corp., of New York, as an associate member. New members are:

KCMO, Kansas City, Mo.; KCRC, Enid, Okla.; KEEW, Brownsville, Texas; KFFA, Helena, Ark.; KGDM, Stockton, Cal.; KGFL, Roswell, N. M.; KHUB, Watsonville, Calif.; KLZ, Denver, Colo.; KSAN, San Francisco, Cal.; KSCJ, Sioux City; KTBS, Shreveport, La.; KWFC, Hot Springs, Ark.; WDAK, West Point, Ga.; WEBR, Buffalo, New York; WGGM, Gulfport, Miss.; WGRC, New Albany, Ind.; WHBQ, Memphis; WJPA, Washington, Pa.; WKBB, Dubuque, Ia.; WKBO, Harrisburg, Pa.; WTOL, Toledo; WWPG, Palm Beach, Fla.; WHK, Cleveland; WHKC, Columbus; Texas State Network (four managed stations).

Los Angeles Silent

SOUTHERN California area stations, in second radio silence since beginning of the year, went off the air at 8:34 p.m. (PWT), April 25, for 55 minutes. Concurrent with the red alert, which followed yellow and blue alerts, silence was ordered by Los Angeles Air Defense Wing of the IV Fighter Command when unidentified targets were detected. When identified as friendly, all clear signal was given at 9:30 p.m. (PWT). Previous radio silence on March 15 lasted four minutes.

Lever Games

LEVER BROS., Cambridge, Mass., on April 26 started sponsorship of a sports program on WLW, Cincinnati, for Lifebuoy Shaving Cream and Lifebuoy Soap. The five-weekly five-minute program, on WLW, 6:25 p. m., features reports on baseball and other sports games by Roger Baker, who teams with Dick Bray in covering Cincinnati Reds' games on WSAI. Agency is Ruthrauff & Ryan, New York.

Shortage of Tu
Becoming Critic

Copper Types Increasi
Difficult to Obtain

LIKELIHOOD that all copper
node and copper pin transmit
tubes will become increasingly
to obtain and that stations
have to rely more and more
rebuilt tubes because of the scar
of these materials was predicted
spokesmen for the Radio & Ra
Division of WPB last Wedn
at an engineering breakfast
ference held in conjunction
the NAB War Conference.

Frank H. McIntosh, assis
chief of the division, and J
Creutz, former Washington
sulting engineer now heading
transmitter unit of Mr. McInt
branch, recounted the equip
outlook to some 50 practical
neers and manufacturers' repre
tatives.

Going to Be Tough

While the new priorities str
ture is reaching practically
material essential to maintain tra
mitters, the officials said that
going will become increasin
difficult in particular fields. It w
urged that all discarded tu
having a salvage value be return
to manufacturers for recondi
tioning.

"We won't see blue sky for a lo
while," Mr. McIntosh declared.
pointed out, however, that the
operation evidenced by broadcas
and manufacturers all down
line had tended to ease conditi
Because the situation is "going
be tough", Mr. McIntosh sugges
stations should not ask for an
thing more than they actually ne
in critical materials. Stations w
have to get along with a minimu
of such equipment for the durati
he said.

Regarding radio receiving
tubes, Mr. McIntosh said he thoug
the situation is considerably wor
than indicated by a recent NA
survey. Later, at a press confe
ence, Mr. McIntosh indicated th
the two million "victory mod
tubes" now being processed w
constitute an ample stockpile
take care of prospective civil
needs.

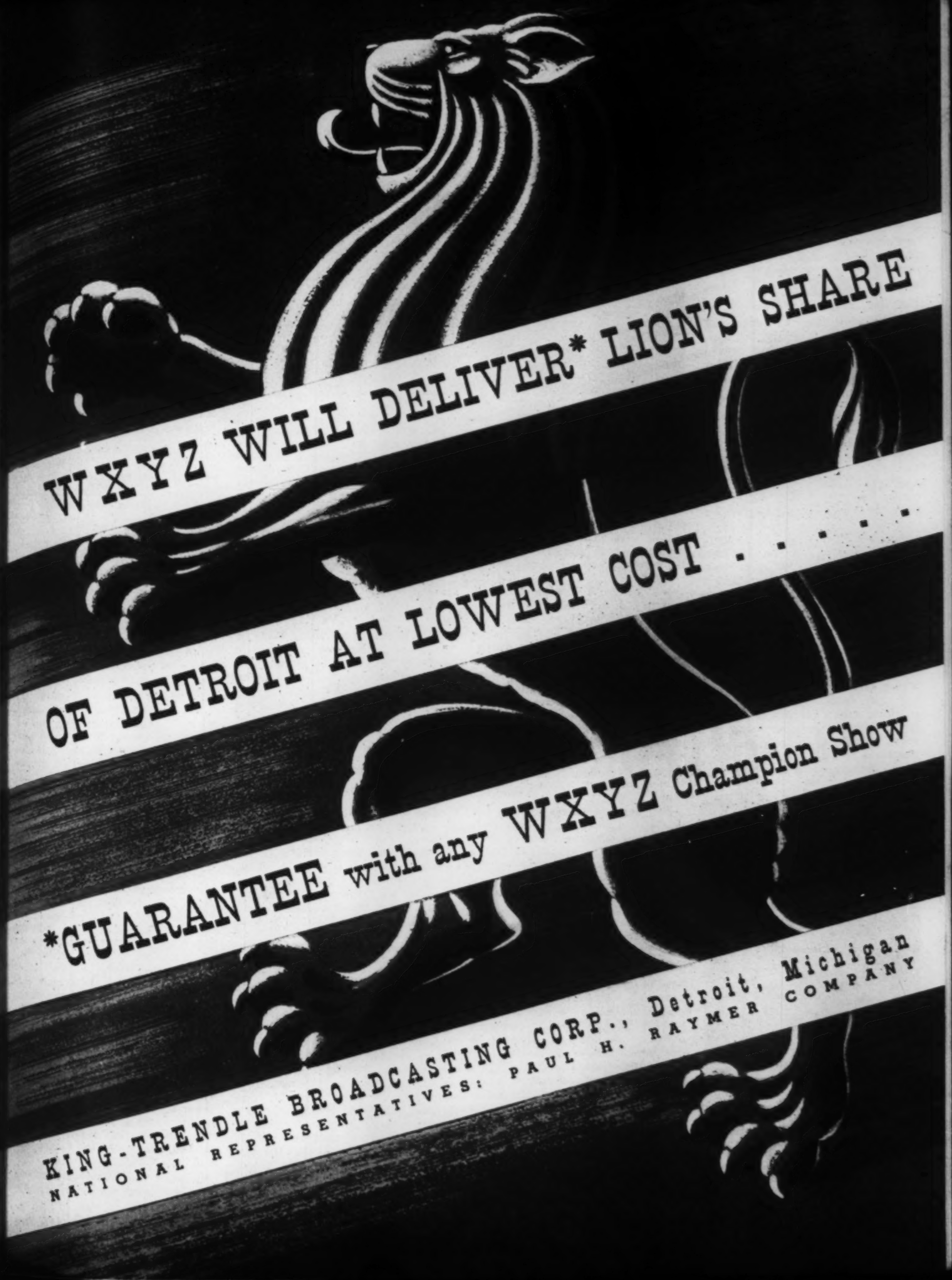
Mr. Creutz pointed out that tw
types of tubes—893 and 893-
practically are exhausted. T
plants manufacturing these typ
he said, also are being used f
vital war production outside th
radio field and it is difficult to g
production lines going on copp
annode tubes.

The 899 tubes, used largely f
FM, television and high-frequen
service, also are becoming sca
and production will be severely
stricted, he declared.

PA's Telescripts

LATEST ready-to-air news pro
to be added Sundays to the *Tele*
issued by Press Assn., is a quar
hour commentary on wartime Wa
ington, prepared by Joe Torbett, Wa
ington representative of Associ
Press Radio, titled *Washington In*
Out.

XUM



WXYZ WILL DELIVER* LION'S SHARE

OF DETROIT AT LOWEST COST . . . .

*GUARANTEE with any WXYZ Champion Show

KING-TRENDLE BROADCASTING CORP., Detroit, Michigan

NATIONAL REPRESENTATIVES: PAUL H. RAYMER COMPANY

War Conference Lays Plans for Future

Industry Problems Get Thorough Airing

MEETING in the Palmer House, Chicago, April 26-29, for a critical War Conference, the NAB and related industry groups went thoroughly into all phases of wartime operation and discussed plans for post-war broadcasting. Running account of the proceedings follows:

REPS AND REPARTEE ran rampant at this NAB War Conference huddle (front row, l to r): H. W. Slavick, WMC, Memphis; John Petrie, president, Branham Co., Chicago; Ed Frase, WMC. Standing, Clem Peterson, Branham Co., Chicago; Jack Gross, KFMB, San Diego; Joe Guenther, Branham, Chicago; Harry Goldsmith, Grover Labs., St. Louis.

Miller Leads With Petrillo As Topic

Even before the War Conference got under way formally Tuesday, the Petrillo recording ban proved a leading topic. President Miller told an informal press conference Monday afternoon that while the recording ban is very serious, no station to his knowledge yet has been forced to close down because of it. He described it as a very serious detriment to the war effort insofar as morale both at home and with troops abroad is concerned and expressed the hope for a prompt solution.

The American people are ingenious, Mr. Miller said in predicting a successful outcome. The ban by no stretch will put radio "out of business", even if it continues indefinitely.

He said at the moment he felt there was no immediate crisis.

Alluding to the May 10 resumption of conversations in New York between the transcribers and the international board of AFM, Mr. Miller said it was his understanding that these discussions would continue until a solution is reached or unless there is a complete stalemate. In the latter event, he said, overtures to the War Labor Board might be pursued—a course he was disposed to recommend. But he pointed out that the transcribers did not want to go to Washington with their complaints until every prospect of a negotiated settlement had been exhausted.

NETWO
Welc
Yo

TOP TWO executives of the Yankee Network were snapped at meeting of station affiliates held in Boston April 21. John Shepard 3d, chairman of the board (left) is seen with William F. O'Neil, president, who is also president of General Tire & Rubber Co.

Mr. Miller pointed out that negotiations between the phonograph record manufacturers and Petrillo were broken off a fortnight ago after Mr. Petrillo had agreed to discuss separately with the two recording groups (transcribers and phonograph record manufacturers) terms for lifting the ban, in effect since Aug. 1. He declared that both groups were fundamentally opposed to the Petrillo plan for an unemployment relief fund and that he thought some other basis would have to be found to meet the objections of the transcribers, in any event.

Pointing out that when the ban was called, dire predictions were made that many stations would be forced to leave the air because of lack of recorded tunes, Mr. Miller said these predictions have not materialized.

"Most Serious" of NAB Meetings

Monday's registration totaled nearly 600—as against 150 the first day of the Cleveland meeting a year ago. Mr. Miller pointed out that the attendance was made up largely of key station personnel attracted because the agenda is the "most serious in the history" of the association.

The fact that committee meetings were well attended, Mr. Miller said, is further proof of the seriousness with which broadcasters are viewing their task. Pre-conference meetings included those of the sales managers executive committee, public relations committee and research committee. The sales managers recommended a present and post-war study of automotive advertising to be presented to the industry.

The public relations committee resolved to a policy of continuing to bulwark its news coverage with highly trained personnel as "befits the industry's greatest service to the public." The research committee urged a continuing study of problems facing the industry in post-war planning. It pointed out that developments in broadcasting in all its branches made by the armed forces in the war period are of such importance as to warrant appointment of such a committee by the trade association.

Miller Formally Convenes Convention

The total registration had passed 850 when President Miller formally convened the War Conference Tuesday morning. Dispensing with the customary reading of officers' reports, which had been filed previously, Mr. Miller announced the appointment of an elections committee headed by John M. Rivers, WCSC, Charleston, and a resolutions committee, with H. Spencer Mitchell, WDAE, Tampa, as chairman.

Attention was called to three minor amendments to the bylaws, distributed to the membership in advance, to be voted on at the Wednesday afternoon session. These include moving of Maryland from District 4 to District 3; amendment of the language of the bylaws to eliminate the term "executive committee," abolished last year, and a minor change in the method of electing directors-at-large.

Mr. Miller observed that the conference was called to give broadcasters an opportunity to discuss with Government representatives problems confronting the industry and growing out of the war. The sole effort of the industry, he said, is the best possible cooperation with the Government in the war effort.

If the industry can help shorten the war only by a matter of days, it will prevent sacrifice of many lives on the battlefronts and save an enormous sum of money. In the last war, he said, allied casualties amounted to 3,000 per day. Gardner Cowles Jr., OWI assistant director in charge of domestic operations, estimated that the war now costs $250,000,000 a day and is rapidly approaching the $300,000,000 mark.

"We have a concrete goal to shoot at," said Mr. Miller. "Our effort will be to help shorten the war by as many days or weeks as we can."

Manpower Story By Lawrence A. Appley

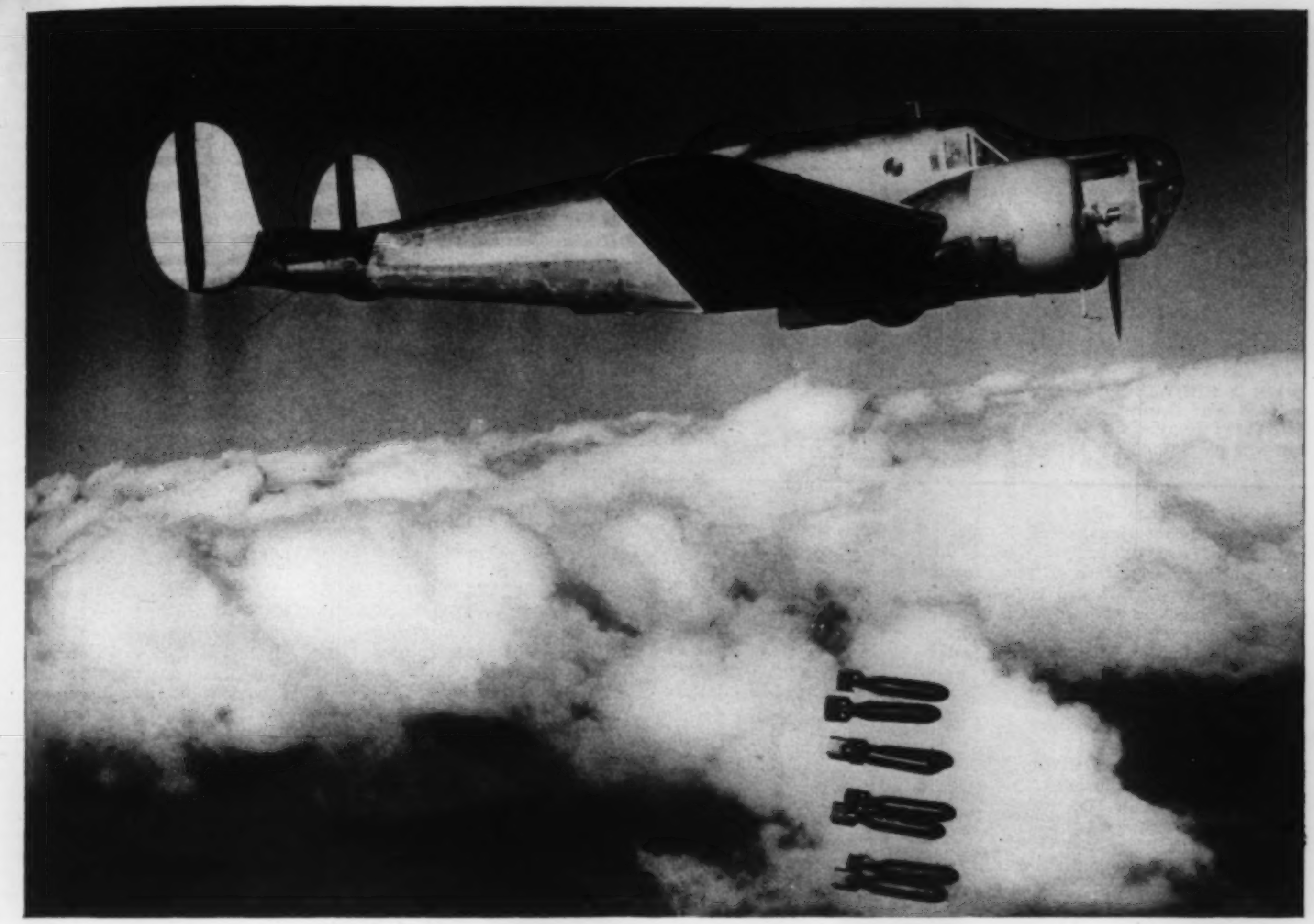
Introducing Lawrence A. Appley, executive director of the War Manpower Commission, as the first formal speaker, Mr. Miller emphasized manpower as perhaps radio's first operating problem. Mr. Appley, along with subsequent speakers at the manpower session, did little to alleviate the fears of broadcasters that the personnel outlook is not good. As a matter of fact broadcasters were warned not to put too much stock in the industry's status as an "essential" operation and were urged to train replacements in all lines, seeking them from the ranks of women, draft-deferred men and, where possible, the physically handicapped.

Mr. Appley, former vice-president of Vick Chemical Co., painted a broad picture of the task confronting WMC and the Selective Service System and cited mathematics to show that the mobilization of manpower, even in essential industries, will intensify as the war progresses. Every effort is being made to decentralize manpower regulations and he urged against appeals direct to Washington.

Mobilization and utilization of manpower is an "unpopular activity", Mr. Appley said. Because it is so highly personal, those not classified in an essential industry feel WMC is wrong. He admonished broadcasters, however, that they must realize, along with all other groups, that all activity must sacrifice something for the good of the whole and that no industry can hope to retain full activity.

Citing figures quoted in the recent past regarding the manpower situation, Mr. Appley said that simple mathematics prove that there will be a greater drain on manpower in all walks of life. He said an amazingly good job already had been done but that despite this people still talk about the "manpower muddle".

Because the manpower problem is so mobile in character, Mr. Ap-



Smart Advertisers have found a

BOMB SIGHT TO HIT BALTIMORE!

5

Near misses don't count in radio. National and local advertisers are learning that. In Maryland they've discovered that WFBR covers the vital Baltimore market as effectively as some of the recently introduced Allied "Block Busting" Bombs. You hit the target you aim at!

And when you hit the 6th largest city in the country, with WFBR's concentrated force, something happens to sales.

WFBR doesn't try to cover Virginia, Pennsylvania, New Jersey, Delaware or West Virginia. Our job is Baltimore. We use the electrical power that does just that. WFBR believes that those scattered states have radio stations right in their own backyards with their own loyal listeners.

In Baltimore . . . it all adds up to this: In Baltimore . . . WFBR gives a magnificently clear signal DAY and NIGHT. Baltimore people enjoy the station. Advertisers save money by buying coverage . . . and not just power that's costlier and too often wasteful.

RADIO STATION WFBR BALTIMORE

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

FIVE'S A CROWD, but a jolly one, with this contingent arriving for the NAB War Conference in Chicago (l to r): Frank Silvernail, BBDO, New York; Reggie Schuebel, Duane Jones Co., New York; Charles Brown, NBC promotion director; Beth Black, Joseph Katz Co., New York; J. B. Conley, WOWO-WGL, Fort Wayne.

pley said, "none can afford to sit back in complacency because of essentiality of activity or job. No one should have any sense of 'protection' by any draft board regulation or ruling," he advised. "It is more a matter of intelligent division and distribution of manpower among needs according to rank."

Industry Must Give Its Technicians

Emphasizing that an activity can be essential without the individual in it being essential, Mr. Appley said that less and less can able-bodied men of military age be considered as essential other than to the armed forces. In cases where the broadcasting industry is using women, he said reports are that they are proving satisfactory. It isn't necessary for a technician in a studio to know what is beind the panel. He cited the case of a station whose management claimed it would have to shut down operations if it lost its engineers to the armed forces. The chief engineer is 24 and the other two are 21 and single. "If these three engineers are physically able-bodied," he said, "that station will either have to employ and train those who are not wanted by the armed forces or they will have to retrench their activities."

Mr. Appley outlined six definite steps being undertaken by WMC toward establishment and maintenance of a "strong, integrated, manpower administration at the local manpower market level, so that complete mobilization and utilization of human effort will be attained." He said it was the hope that each community and city in the country would have a definite program built on this plan. Sometimes, he said, there are dark moments. But he predicted that the job would be done despite what appear to be insurmountable difficulties.

Winston Talks of Selective Service

The broadcasting industry, he said, had contributed greatly to the effort and the entire WMC organization appreciates what has been done and what will be done in the way of news dissemination and provision of time without cost to project the WMC story.

Lt. Com. Patrick H. Winston, executive assistant of Selective Service, in a straightforward address, told the conference that broadcasters should not lull themselves into a false sense of security because of the "essential industry classification." While Selective Service wants to preserve the vital communications services, he said, radio could not regard itself as being any different than other activities listed in the essential categories.

It is clearly evident, he said, that the country faces a very serious manpower problem. He pointed out that in the year-and-a-half since Pearl Harbor some 300,000 to 500,000 people per month have been withdrawn from the population into armed service. The responsibility of industry in training and replacing manpower drawn into military service, he said, is just as important.

Broadcasters and all industry, Com. Winston said, should face the future with almost a complete lack of optimism as to their manpower and should not relax for a moment on evolution of personnel replacement programs. It is a fallacious belief to think that the line of least resistance is to seek deferments. The best and only solution, he said, is a vigorous and active replacement program.

A plea from the Army Signal Corps for trained engineers was made by Brig. Gen. Frank E. Stoner, assistant chief of the Signal Corps in charge of operations, an unscheduled speaker. Despite the drain on technical manpower in the industry, Gen. Stoner urged NAB to appoint a committee which would coordinate its activities with the Office of Procurement branch of the Army to supply highly skilled engineers for the program ahead.

Gen. Stoner outlined the far-reaching operations of the Signal Corps, as well as its tremendous procurement undertaking. He pointed out that it is a "multi-billion dollar" project and that more money is being spent for military radio equipment than all the nations have invested in commercial services in years past.

After reviewing, within the limits of military censorship, the overall functions of Signal Corps operations, Gen. Stoner explained that there are 81 different types of Signal Corps units in the Army today. Four large personnel training centers now are maintained as against one prior to Pearl Harbor.

Signal Corps In "Radio Business"

The Signal Corps today is in a small degree in the broadcasting business, he explained. Through the Special Service Division broadcast operations are maintained in combat areas, since Army personnel likes radio for relaxation and enlightenment. This service, however, he said, is strictly limited to combat areas where adequate commercial service is not available.

Pointing out that there has been some opposition to the establishment of two isolated low-powered stations in Alaska, Gen. Stoner said these were set up because the areas are remote from commercial service and were provided only for the entertainment of the troops.

Discussing the need for trained engineers, Gen. Stoner said that during the remainder of 1943 the Signal Corps will require a "reasonable number of highly skilled technicians who are qualified radio engineers—men who are experienced in the design of fixed radio facilities, their construction, maintenance and operation, with the capabilities of acting upon their own initiative where necessary."

Pointing out that the number of such individuals "unfortunately is very limited," Gen. Stoner said that as the military requirements of the armed forces increase there develops a drain on the industry for this type of personnel. "Visualizing the present and the future needs of both armed forces and industry to sustain communications, it is vital that personnel should be systematically drawn from industry to meet the needs of the services," he said.

Asking the industry to extend "full cooperation" in making available a "reasonable number" of engineers to the service, Gen. Stoner said he hoped the NAB would continue to cooperate by appointment of a committee to work in conjunction with the Office of Procurement Service. Its function would be to recommend individuals who meet the requirements for "temporary appointment in a commission grade" in the Army for assignment as radio engineers. A similar plan has worked well in communications.

The Army Signal Corps now is doing in minutes what was frequently done in hours and is accomplishing in days what formerly required months. He cited an instance where a complete radiotelegraph station was set up in 20 hours in a foreign theatre. Global war, he said, requires that speed. The Signal Corps has employed equipment and personnel at strategic locations for quick movement for precisely that type of work, he said.

Global War Requires Speed

In the Spanish-American War a soldier was decorated because of his "message to Garcia," he said, adding that in this war "thousands of messages to Garcia go out every day." This has been made possible by the tremendous help given the American Government by the communications industry.

The British experience of broadcasting in wartime was outlined to the convention by Lindsay Wellington, North American manager, British Broadcasting Corp., who pointed out that the problems were not analogous, since Britain was directly under siege and since in England the broadcasting system is a Government-owned monopoly, non-commercial. Britain immediately went on the air with a single program service, and by means of technical synchronization was able to retain program service even during the blitz period. By the synchronized process, no guidance was given to enemy aircraft. If one transmitter had to be taken off the air, the listener could still hear the same programs from other transmitters working in the same group. He did not go into technical details.

While BBC did not interrupt its broadcast service, the enemy was not equally successful. His transmitters go off almost daily when the RAF is "doing its stuff."

The second big problem was to assure that programs would be fed the transmitters. This was accomplished by setting up studio premises and technical equipment throughout the country. While it meant innumerable technical com-

NORTH DAKOTA TO NEW JERSEY in Illinois (l to r): Barney J. Lavin, WDAY, Fargo, N. D.; William Moore, WBNX, New York; Thomas Lynch, Wm. Esty & Co., New York; W. O. Wilson, Bristol, Tenn.; Henry Ringgold, Edward Petry & Co., New York; Irving Rosenhaus, WAAT, Jersey City-Newark.

VULTEE AIRCRAFT SELECTS HALLICRAFTERS EQUIPMENT FOR RADIO FLIGHT RECORDER

*T*he ultra-sensitive ground-unit "brain" of Vultee Aircraft's new radio recorder is monitored by a Hallicrafters shortwave radio communications receiver. This test-flight unit, originated by Vultee engineers, gives multiple instrument readings flashed in split-second cycles through a Hallicrafters communications receiver to ground crew tabulators during actual test flights.

Hallicrafters communications receiver (illustrated) Model SX-25—12 tubes, 4 bands. Frequency range of 550 kc. to 42 mc.

Your post-war Hallicrafters communications receiver will be worth waiting for.

World's largest exclusive manufacturer of shortwave radio communications equipment

hallicrafters
CHICAGO, U.S.A.

plications and less efficient working of the staff, he said it has worked well.

The value of recordings under emergency conditions was stressed by the Britisher. Recordings may be made during a rehearsal and kept as a standby in case a live program fails because of the bombing of the building or a break in a program line. He cited outside war recordings of the documentary type and emphasized their future historical importance.

BBC Experienced Harrowing Incidents

Many harrowing instances were recited after bombings of BBC. The broadcasts went on, however. In one case a microphone was placed under a table and with bombs crashing all around the building, Dr. Welsh, director of religion of BBC, read quietly from the Bible and Paul Beard played the violin on his knees.

Apropos manpower, Mr. Wellington said that BBC has recruited and trained many hundreds of women for technical work. One-fourth of the operation and maintenance now consists of women operators and it is expected that as the war progresses the number may reach as high as 50%. He said there were no serious union difficulties. Women between 25 and 35 prove most satisfactory as they have a greater sense of responsibility than young girls. Intensive training courses are given them. Women are not used, however, for the high-powered transmitters.

BBC has found that women technical assistants have proved very capable for certain types of work. They have probably done best at recording, work which seems to suit them and for which many have an excellent touch. In many cases they are better than men in operating studio control equipment.

Elmer Davis, director of OWI, was the luncheon speaker at Tuesday's session. His remarks were off-the-record, however.

Navy Pleads For Technicians, Too

A further plea for trained radio engineers and technicians — this time for the Navy—came from Lt. Com. Morgan Reichner, of the Navy public relations office in Washington, who in behalf of the Bureau of Naval Personnel, asked those in the industry who might be available for service, to apply. He emphasized that the Navy was not asking the industry to "sacrifice men whose work is essential in maintaining your important communications services" but that such manpower as can be spared would be appreciated by the Navy.

EASTERNERS WHO WENT WEST to discuss mutual problems included these Bulova-Lafount station executives (first row, l to r): Hillis Holt, Atlantic Coast Nework, New York; Mrs. Arthur Simon, Arthur Simon, WPEN, Philadelphia; A. N. Armstrong, WCOP-WORL, Boston. Second row, Ashley Robinson, WCOP-WORL, Boston; Ralph Weil, WOV, New York; James Milne, WELI, New Haven.

Because of a conflicting meeting of public relations directors of the Navy in Washington, Capt. Leland P. Lovette, Navy public relations director, and members of his radio staff were not able to attend the War Conference. Messages, however, were read both from Secretary of the Navy Knox and Capt. Lovette, expressing appreciation and thanks to the industry for the job done.

Com. Reichner said the broadcasting industry had been of "inestimable assistance to us in accomplishing our mission." He outlined the reasons for the Navy policy in connection with broadcast programs, explaining that while the Department does not cooperate in the presentation of service personnel for the entertainment of the public, it nevertheless does extend its aid in all other types of programs.

Admonishing broadcasters that it is necessary to control what "Sailor Johnny Jones says when he is on leave at home," Com. Reichner emphasized that the public relations officer in the area should be contacted before such broadcasts are made. Navy men can "get themselves into serious trouble" unless they follow this directive.

Morale Drive to Speed Production

Aside from the job already done by radio, the Navy spokesman said that stations soon would be asked to pitch in on a morale drive to speed production on war contracts. Recruiting, he said, is out except for the women's services in the Navy, Marine Corps and Coast Guard.

In mentioning the need for additional engineers, Com. Reichner read a statement from the Naval Office of Officer Procurement, thanking the NAB for the contributions already made in this cause. "Unfortunately, however," the statement said, "the Navy needs more radio engineers and those that can be spared should be enrolled for service."

Lt. Holman Faust, Navy public relations officer in Chicago and former radio director of Mitchell Faust Advertising Agency, in an inspirational address, paid "homage" to the broadcasters for using their medium as a "tremendous force for good" in the war effort. He cited the "long road to victory" but observed:

"I think history is going to give the radio industry the medals you are not going to get today. There are no medals except for those your conscience will give you."

It is recognized throughout the Naval service, Lt. Faust said, that the American plan of broadcasting as a commercial system is well suited for the war morale task. The necessity for getting the revenue to provide the programs having the audiences is fundamental, he said. The only requirement is that the disclaimer be used that the "time and facilities have been provided by the X Company."

Naval district radio officers are anxious to help stations build programs that help sell the Service. Broadcasters have in their power to do what the services cannot do directly. He pointed out that radio in the wrong hands would represent a "force for evil and chaos" never before known. But the industry has shown it knows how to use the medium and how to spread understanding.

More and more men are going to be pulled out of radio to replace those who go to sea or to the fronts, he said. The broadcasting industry must train replacements now. "It's in your hearts and your minds to do," he said. "You have a great responsibility and opportunity to be a tremendous force toward victory."

Electronics Vital To Final Victory

Frank H. McIntosh, assistant chief of the Radio & Radar Division of WPB, recounted to the broadcasters steps already taken and those in prospect to assure continued operation of stations. He said that in spite of the fact that WPB is undermanned, he would not make a plea for personnel.

There is a greater use for radio now than at any other time in history. He reiterated what other speakers said—that electronic devices will prove a vital factor in our ultimate victory. Unlike domestic broadcasting, where one transmitter may supply thousands or millions of receivers, in military operations a transmitter is needed for every receiver. This has resulted in an increase in transmitter manufacture from during normal times about three and one-half million dollars a year to 300 million dollars a year. This year some $4,300,000,000 will be spent in war radio production. It would take 150 years of normal civilian production to reach that figure.

In spite of seemingly unsurmountable difficulties, a job has been done, Mr. McIntosh said, with WPB operating on the theory that it would rather win by a large margin as far as electronics are concerned than to lose by a small one.

The Radio & Radar Division function has been two-fold — to conserve existing equipment and to aid the industry in getting the devices it needs. The 1 db. reduction in power effected last Dec. 1 has proved a tremendous boon in conserving equipment, though the power reduction has not discernibly reduced coverage or been noticeable to the listener.

While emphasis still is on conservation so that the military demands can be met, Mr. McIntosh gave the industry a word of encouragement and said he saw no reason for deletion of any station in the near future because of equipment shortages. The effort will be to retain the status quo.

Radio Ranging and Detective Devices

Alluding to the joint Army and Navy announcement of April 23 removing the taboo on use of the term "radar", Mr. McIntosh pointed out that it is now "legal" and while it was part of the name of his division for a year and a

IT MUST HAVE BEEN the "Dirt Dobber" of WLAC fame that F. C. Sowell (second from left) was telling 'em about. They are F. D. Binns, WLAC, Nashville; Mr. Sowell; Arthur B. Church, KMBC, Kansas City; L. Waters Milbourne, WCAO, Baltimore.

HOW BEECH-NUT SELLS THEM TODAY TO KEEP THEM SOLD TOMORROW

What does a company like Beech-Nut do when, after supplying our armed forces, it's up against the problem of supplying less coffee and gum to its customers at home?

Just what you'd expect of a firm which down through the years has known how to earn and preserve a household respect for its name and its products . . .

BEECH-NUT STAYS IN RADIO FOR '43 AND CONTINUES ON WEAF—BECAUSE

- **WEAF talks to 12% of the nation and keeps them sold!**
- **WEAF reaches 15,000,000 buyers who spend eight billion dollars yearly for retail merchandise alone—15,000,000 people whose standard of living is among the highest in the country!**
- **WEAF has the strongest signal . . . and the largest number of loyal listeners in its vast coverage area!**
- **WEAF offers the best "company" of advertisers who sponsor the top-ranking programs in the nation!**

Yes—Beech-Nut stays on WEAF to keep them sold today for bigger sales tomorrow.

WEAF
NEW YORK

TALKS TO 12% OF THE NATION
KEY STATION OF THE NBC NETWORK
50,000 WATTS . . . 660 KILOCYCLES

half, it nevertheless was not permitted in the public prints.

Describing the miracles of the radio ranging and detection devices, he said that not long ago in the Pacific area two enemy ships were detected some 28,000 yards away. Full broadsides were loosed even though the vessels were never seen and the enemy never saw our ships. The next day on reconnaisance only debris could be found. "Radar had done the whole job," he said.

Describing the magnitude of the materiel function of WPB, Mr. McIntosh said that extensive surveys were undertaken for the proper scheduling of production in the radio fields. On the home front, he said, there is assurance of one set per radio home. Earlier difficulties in production, he said, will not be repeated, based on assurances from the military services and as a result of the orderly allocation procedure now under way as to tubes. It was necessary to take care of the tremendous military demands at the outset and it was also decided to use up all inventories in the hands of manufacturers, distributors and dealers before embarking on new production. Production of necessary broadcast equipment won't be normal until after the war, he said. If it is, the WPB will not have done its job.

AGENCY AND STATION MEN fraternized in Chicago as the War Conference brought home the seriousness of a United States and an industry at war (l to r): John Blair, John Blair & Co., Chicago; Kenneth M. Hance, KSTP, St. Paul; Louis J. Nelson, Wade Advertising Agency, Chicago; Tom McDermott, N. W. Ayer & Son, New York; Vernon Pribble, WTAM, Cleveland.

Expediting the overall work has been the objective of standardization and simplification of types and designs. Receiving tubes, for example, he said, have been cut down from 700 tubes to 116, the latter satisfying more than 90% of the receivers in use. On other replacement parts, some 2,700 different types of volume controls have been reduced to 6, while 400 types of condensers have been cut down to 9. This has meant everyone down the line saved money and materials and still had equipment.

Replacement of Parts Situation Improving

Praising manufacturers and the industry for excellent cooperation, he said that as time goes on more direct steps will be taken toward simplification to speed production. By July 1, he said, the production of parts to supplement existing stocks should be under way.

Surveys recently undertaken for WPB by NAB on condition of sets showed results anything but discouraging, he said. Normally it is estimated there are some three million sets out of order all the time. The survey showed substantially less. It was surprising to note, he said, that in all areas of the country the same types of tubes are in use in about the same ratio.

Apropos the farm battery sets, Mr. McIntosh said he was not qualified to speak since this was a matter in the hands of the Durable Goods Division of WPB. He did observe, however, that because of the interest shown by broadcasters, Senators, Congressmen and others in public life, steps are being taken to alleviate this condition due to the importance of the radio in rural and remote areas. He called it the "number one problem so far as broadcasters are concerned" and predicted it would be cleared up promptly.

Col. R. Ernest Dupuy, chief of the news division of the Army's public relations department, in a brief introductory talk, carried a message from Secretary of War Stimson thanking the industry for its war service. He commended its great accomplishments tactically, educationally and from the entertainment standpoint.

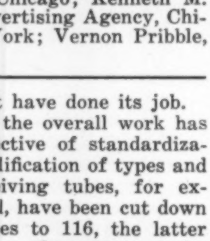
Bringing home to broadcasters the gravity of this war, Col. Dupuy said we are engaged in a "war of survival". The only objective is to "crush our enemy by armed force, to kill enough of them and destroy their centers of resistance until we get them to the point of unconditional surrender." Unless we "kill them, we get killed" he said.

Col. Glavin Recalls Broomstick Army

Pointing to the use of radio made by the military, Col. Dupuy said that the only goal is to protect the security of the nation. It is important not to permit information of value to get in the enemy's hands. Voluntary censorship has worked, he said. Under siege the military will take over all communications because it becomes its duty to avoid permitting the enemy to "spot their shots".

"Our mission is to smash the enemy and kill him before he kills us," he reiterated.

Col. E. J. F. Glavin, public relations officer of the First Army



The One Radio Program with the Largest Audience in Latin America . . .

"DAILY NEWSPAPER OF THE AIR"

over Panama's HP5G-HOA

Get more value for your dollars ear-marked for Latin American advertising . . . increase sales of your product to our "Good Neighbors". Broadcast your message over HP5G-HOA, Panama's most popular station . . . the only station that broadcasts long wave, national short wave, and international short wave.

HP5G-HOA provides thorough and complete coverage of all Panama and, in addition—**general coverage of the whole Caribbean area . . . almost primary coverage of all English-speaking residents in Latin America!**

Current American Advertisers: Esso, Kolynos, Schlitz, Eversharp, Forhan's, Zonite, Borden's, Listerine, Schenley's, Lucky Strike, Vitalis, Ipana, Servel, Quaker Oats, Schick, Max Factor, Paramount Pictures, etc.

George Williams, originator and director of "Daily Newspaper of the Air", gives a news-hungry public what they want . . . the way they want it —short, informative, pertinent facts about current events . . . often scoops leading U. S. commentators.

Exclusive Representatives:

PAN-AMERICAN BROADCASTING COMPANY

330 Madison Avenue, New York, N. Y. In Chicago: Fred Jones, 228 No. La Salle St.
In Hollywood: Homer Griffith, 6362 Hollywood Blvd.

MANPOWER, one of radio's most serious problems, occupied attention of the NAB Labor and Wages & Hours Committees meeting in pre-War Conference session. Discussers are (from left around table): Chairman C. T. Lucy, WRVA, Richmond; Quincy A. Brackett, WSPR, Springfield; Chet Thomas, KXOK, St. Louis, and KFRU, Columbia; J. B. Rock, KDKA, Pittsburgh; Ralph Brunton, KJBS-KQW, San Francisco; Joseph L. Miller, NAB labor director; W. E. Hutchinson, WAAF, Chicago; W. L. Gleeson, KPRO, Riverside; Joseph A. McDonald and John F. Whalley, WMAQ, Chicago; Calvin J. Smith, KFAC, Los Angeles.

Command in New York, which is responsible for the entire coast, recalled that in 1939, during the first practical Army maneuvers in New York State, great help was provided by the broadcasting industry. At that time Lt. Col. E. M. Kirby was public relations director of the NAB and a civilian. Then the maneuver was by "our stovepipe and broomstick Army".

The task of the First Army Command, which embraces an area with a population of 55,000,000 people, including New York, Washington, Philadelphia and all of the coastal area, is to defend our shores, he said. Alluding to the Tokyo raid of a year ago, he said the utter confusion of the Japanese radio caused panic. Lessons were learned by us on that—hence the Office of Censorship plan for handling of broadcasts during an air raid or enemy action given to the industry a year ago over a closed circuit by Byron Price, director of censorship.

Precautions Against Invasion Attempts

Broadcasters in the New York area, in establishing Radio Central, give the Army "unrationed help." They have established 24-hour service direct to military headquarters for emergency service. In the event of a raid, he said, the information will be released. If there is any air silence, to avoid use of our stations for homing purposes, the Fighter Command, through the military organization, will order it. When the radio silence is lifted, he said, the Censorship Office regulations again are invoked. Summing up, he outlined the three steps to be followed: (1) release of the official news of the raid or action, (2) imposition of official silence by the Army, (3) the lifting of the radio silence as soon as possible.

The Army recognizes its duty to keep the public informed, he said. Any official statements made during the period of siege will come from the Army.

Entirely aside from air raid emergencies, Col. Glavin pointed out that precautions are taken against other types of enemy action, including submarine bombardment, dropping of paratroops, small invasion attempts, sabotage, and the like. In New York all branches of the service are closely coordinated and operate a sort of "small news wire service." He said the military puts it up in a package and delivers it to the stations.

The plans do not envision a radio silence from north to south but only in small areas under siege. Moreover, he said if the enemy has found its target and has dropped its bombs, the radio silence might promptly be lifted since there is no further need for precautions against use of the radio signals for location purposes.

Moreover, he said, once the news is out regarding enemy action it is releasable and can be used. The Army is not attempting to act as a censor. In the areas of combat, accredited news and radio men will be given an opportunity to move about. Already, he said, some 1,200 people are so accredited.

Plans are under way, he said, to have official announcements on enemy actions released on a given frequency to be previously announced. One frequency would be selected for the emergency service as a means of restoring radio service during general radio silence in the area. He said that studies

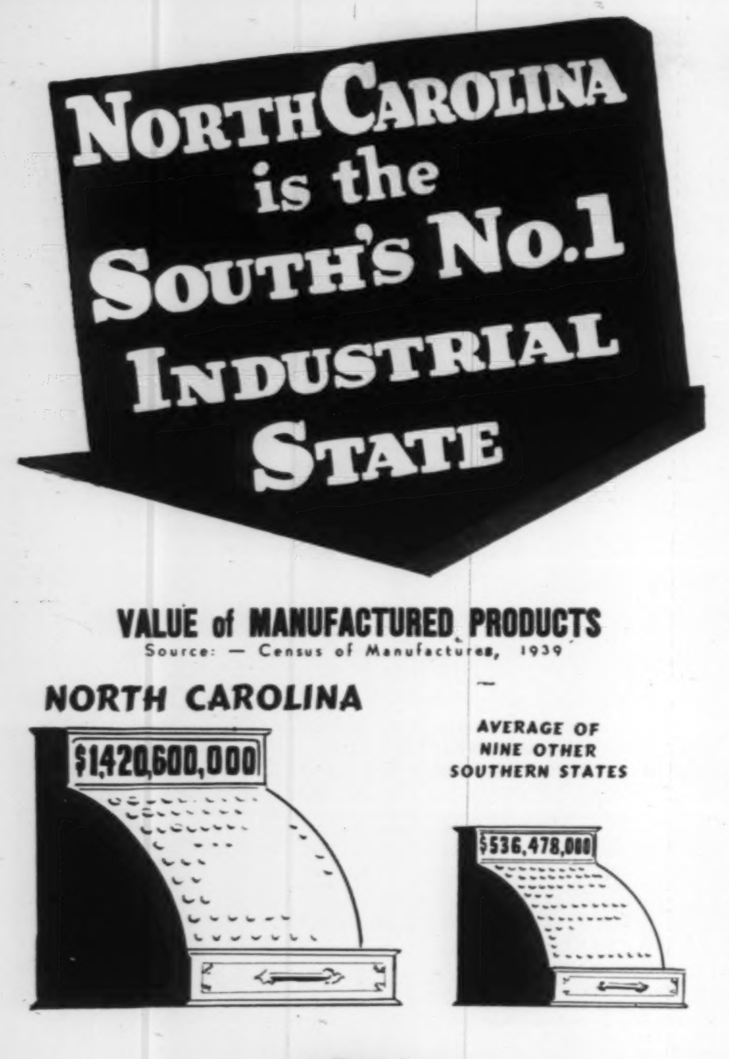
"MORE HOMES PER DOLLAR!"
WSIX

WSIX offers coverage of the rich Nashville market at a cost to fit your appropriation for this territory. For WSIX, with its improved power and frequency, definitely gives you **more homes per dollar** than ever before.

WHEN both cost and coverage are determining factors in building a schedule for Nashville, it will pay you to give full consideration to WSIX.

Spot Sales, Inc., National Representatives.
Member Station The Blue Network and Mutual Broadcasting System.

5000 WATTS
WSIX
"The Voice of Nashville"
NASHVILLE, TENN.
980 KILOCYCLES


NORTH CAROLINA is the SOUTH'S No. 1 INDUSTRIAL STATE

VALUE of MANUFACTURED PRODUCTS
Source: — Census of Manufactures, 1939

WPTF with 50,000 Watts in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN
NBC — 680 K.C.

FREE & PETERS, INC. National Representatives

along this line now are in progress.

Expressing great satisfaction over the cooperation shown by the industry, Col. Glavin said that radio not only is a great weapon in the war and has performed wonderfully tactically, but also is a "great weapon at home." The Army operates on the theory that the public must be kept informed and must be told the truth.

"If we are going to have action here, the public is going to know about it as far as the Army is concerned," he said. In conclusion, Col. Glavin said under present plans radio silence will be imposed only when absolutely necessary for military defense against enemy air attack; that radio silence will be lifted immediately when it has been determined that resumption of broadcasting involves no tactical risk; and limited radio during silence will be provided under Army control for the broadcast of official news bulletins.

Industry Cheered By Kirby, War Dept.

Thanks to the industry for all it has done and is doing for the Army was expressed by Lt. Col. Kirby. He said he did not recall a single instance where any important request of the War Dept. has been rejected by any unit of the industry.

Broadcasters, and more particularly producers of programs and script writers, were admonished by Col. Kirby to exercise a greater degree of care in preparation of their scripts, having in mind the attitude of the parents and the relatives who have loved ones in the armed forces. Good war programming should be uppermost, he said. He urged against discrimination. Particular care should be exercised in handling of casualties.

Avoidance of "showmanship" that will "short change" the public was advocated by Col. Kirby. "Let us remember", he said, "that the minute you put a soldier in uniform on the air, millions of parents see not that boy but their own. And they compare that boy with their own. He is standing there in a uniform in which he may give his life. How he is treated, under what conditions he is presented is all important. If he is presented as a stooge or a freak, the uniform is short-changed and so are millions of parents with sons in uniform."

What used to be good special events in many cases now has become bad war programming, Col. Kirby declared. "Radio, instead, should and must tell the stories of heroism, of sacrifice which our men are making," he advised.

Gratitude of the Department both to radio and the entertainers who have given of their time and talent was expressed by the Army's radio chief. People like Kay Kyser, Bing Crosby and Bobe Hope were mentioned as among those who have done outstanding jobs.

Certain types of commercial copy were deprecated by Col. Kirby as objectionable from the war standpoint. Off the record, he told the broadcasters about those copy appeals that seem saturated with a synthetic coating of patriotism, hollow and empty, and that leave the listener cold, if not resentful.

FOND RECOLLECTIONS of NAB conventions of yesteryear occupy Phil Loucks (left), managing director of the trade association from 1930 until 1935, and now a Washington attorney, and William S. Hedges, NBC stations vice-president, who hasn't missed a convention since its founding 21 years ago. Mr. Hedges, twice NAB president, was Mr. Louck's predecessor in 1930.

Declaring that the temper of the people is changing, he commended the attention of copywriters to it. "That copy which is in harmony with the changed temper serves not only the client but the war motivation itself. And in a war where men are making the supreme sacrifice the extravagant claims of a peacetime society fall on deaf ears."

Col. Kirby said this was no attack against commercial radio but that he asked that copywriters go out and visit a training camp or a hospital. The Army knows that revenues from the sponsors make possible a free system of radio and "radio's freedom like those of the press and the church and assembly is among the reasons for which we are now fighting."

Putting in a good word for the "soap operas", Col. Kirby said it has been found that they reach vast audiences who are anxious about their sons and whose emotions are most volatile. Thus the soap opera has tended to "stabilize

(*Continued on page 59*)

Have You Heard About Joanne Taylor?
SEE BACK INSIDE COVER
GREATEST RETAIL SUCCESS STORY IN RADIO!
SEE BACK INSIDE COVER

Get Auto Business, Sales Group Urges

Committee Also Recommends B-S-H Continuing Discount

REVIVAL of national and local advertising in the automotive field through an intensive promotional effort was recommended to sales managers of the industry by the retiring sales managers committee of the NAB at its pre-War Conference session last Monday in Chicago.

Through John M. Outler Jr., sales manager of WSB, Atlanta, the retiring committee recommended a study by the NAB of present and post-war advertising to be presented to the industry. The plan would be presented at a meeting to be set in Detroit.

Contract Form

The committee also recommended a new clause for the NAB-American Assn. of Advertising Agencies standard form of contract for stations under which discount schedules would be carried over. Under the proposal, advertisers who use 52 consecutive weeks of advertising on a station will continue to earn the maximum discount after expiration of the original contract. The continuing discount plan has been strongly advocated by Blackett-Sample-Hummert [BROADCASTING, April 19].

Under the Outler automotive plan, prompt research would be undertaken on how radio can best serve the automotive industry, from point of manufacture to ultimate distribution.

Members of the retiring sales managers executive committee, in addition to Chairman Outler, are Dietrich Dirks, KTRI, Sioux City, Ia., for small stations; William F. Malo, WDRC, Hartford, Conn. for medium stations; Frank R. Bowes, WBZ, Boston, for large stations; Donald D. Davis, WHB, Kansas City, for MBS; Arthur Hull Hayes, WABC, New York, for CBS; and George H. Frey, NBC, New York, for NBC.

Industrialists to Speak

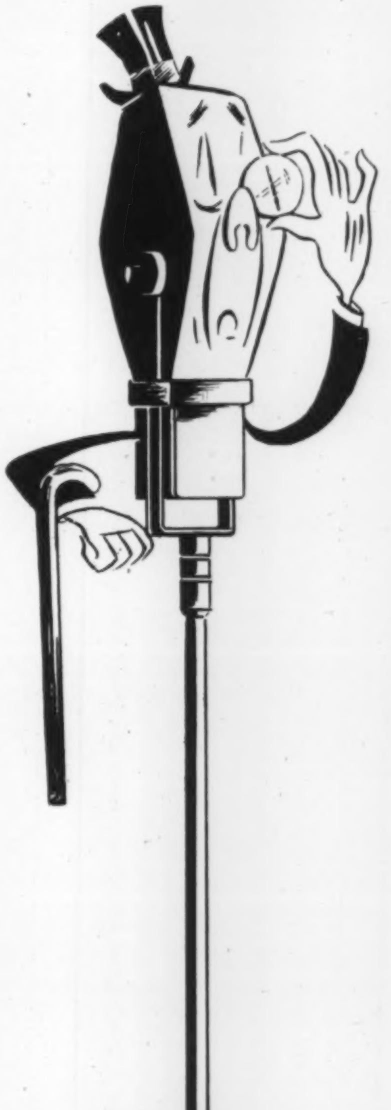
NINE additional American industrialists will be heard on broadcasts of *Industry Looks to the Future*, NBC weekly series transmitted to American fighting forces overseas via NBC shortwave station WBOS, in cooperation with the National Assn. of Manufacturers. The following will speak: H. W. Prentis Jr., president, Armstrong Cork Co.; Harry A. Bullis, president, General Mills; E. R. Breech, president, Bendix Aviation Corp.; J. Cheever Cowdin, chairman of board, Universal Pictures Co.; Thomas J. Hargrave, president, Eastman Kodak Co.; Harvey S. Firestone Jr., president, Firestone Tire & Rubber Co.; Glenn L. Martin, president, Glenn L. Martin Co.; Thomas F. Royce, manager, radio and television instrument department RCA; Philip G. Johnson, president, Boeing Aircraft Corp.

MUSICAL MOMENTS rang in their ears as these sales managers talked about resurgence of automotive advertising. The Sales Managers Executive Committee, upon suggestion of its chairman John Outler, WSB, Atlanta, recommended that a comprehensive survey of the automotive field be made at a pre-conference meeting in Chicago Monday. Members are (l to r): Frank Bowes, WBZ, Boston; William F. Malo, WDRC, Hartford; George Frey, NBC, New York; Lew Avery, NAB, Washington; Mr. Outler; Dietrich Dirks, Sioux City; Art Hayes, WABC, New York. Absent was Donald D. Davis, WHB, Kansas City.

Package Show Ruling

RULING by the New York State Unemployment Insurance Commission, last December, that Ted Collins Corp. was the employer in the production of *My Son & I*, package show heard on CBS a number of years ago, and that Jay Velie, actor, was an employe of the package producer, has been upheld by the Appeals Board of New York State Unemployment Insurance section of the Department of Labor. Issue involved in the case is whether an independent actor in a package show is an employe or an independent contractor.

CECIL BROWN, CBS news analyst, has been awarded the honorary degree of Doctor of Letters by Union College, Schenectady, N. Y. In conferring the degree, Dixon Ryan Fox, president, said Mr. Brown was chosen for the honor because "'He is the outstanding exemplar of the ideals and the competence which should mark this new profession." This is said to be the first time the college has conferred an honorary degree on a radio figure.



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"Choosy"

They have a trust to fulfill — a reputation to maintain.

Lang-Worth is proud of the part it plays in assisting 228 "choosey" radio stations to fulfill their trust and maintain their reputation.

From Los Angeles to Halifax, from Jacksonville to Vancouver — these 228 "choosey" stations acclaim Lang-Worth the leading transcription service in point of program and transmission quality.

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INCORPORATED
PLANNED PROGRAMS
420 MADISON AVE. • NEW YORK

Rex Davis

WC

L. B. Wilson

FIFTY GRAND

WCKY's MOST POPULAR NEWS COMMENTATOR

6 STRAIGHT YEARS 4 TIMES DAILY....

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Sauce for the Goose

MOST FOLKS can dish it out, but taking it isn't so easy.

FCC Commissioner Clifford J. Durr indignantly declines to answer a questionnaire from Chief Counsel Eugene L. Garey of the Cox investigating committee, inquiring into his personal affairs and finances. It was one of a series of questionnaires sent by the House Committee counsel to each member of the FCC.

As to Mr. Garey's methods, we see little to criticize, though the letter to which Mr. Durr so vehemently objects does appear rather penetrating. Scarcely anyone familiar with the FCC application forms and with the pack of bright young men who trapse from station to station digging into files would deem any of the Garey questionnaires objectionable. That sort of thing goes on all the time. Then why should the FCC, or any of its members, object to a Congressional inquiry and a few questionnaires once in about 15 years?

Of course it isn't pleasant when personal affairs are fine-toothcombed and perhaps aired in public. Stations have been complaining about it for years. It's one of the penalties of being a commissioner or a station licensee. But the FCC 50-page application forms are far more penetrating than anything the Garey Committee has yet sought, as far as we're aware.

There isn't any doubt about the authority of the Cox Committee to pursue this course. The Resolution adopted by the House, practically without dissent, is broad and complete. The Committee can subpoena practically anything it likes.

Mr. Durr is the newest member of the FCC, having served less than two years. He has less to account for in the way of FCC policies than any other member. Therefore, he was the logical man to question the Committee's rights. We assume the protest was discussed with at least several of his colleagues.

We doubt if a single member of the FCC is guilty of anything beyond excessive power-grabbing, disregard of the Congressional intent and perhaps intimidation and coercion of licensees (this in many cases through those bright young men). But we don't question for a moment the right of Congress to make a thorough-going inquiry. Like Caesar's wife, a public servant must be above reproach.

Bound and Gagged?

NOT SINCE 1934, when the present Communications Act was written, has there been such insistent demand on Capitol Hill for new legislation governing radio and, of necessity, all branches of communications. In both houses of Congress impetus has been given to measures looking toward amendment of the existing law, the radio sections of which were carried over from the original Radio Act of 1927. It is an antiquated piece of legislation which has not kept up with radio's dynamic pace.

Hearings start this week on the Wheeler-White Bill to reorganize the FCC, spell out its functions so power-grabbing bureaucrats can't misconstrue the Congressional intent, and root out provisions that have been susceptible of misinterpretation, even by the courts. Radio has travelled a long, tortuous and spectacular course since the 69th Congress enacted the original radio law. It is clear that the 78th Congress now in session proposes to do something about it.

In addition to the work of the White-Wheeler Committee, the Cox Select Committee of the House is about to launch its full-scale investigation of the FCC, its personnel, and past actions. Whereas the Senate proceedings contemplate amendment of the statute, the House investigation is to deal with the personnel of the present FCC. But the results are bound to converge somewhere on the legislative front, before new law is enacted. Therefore it is entirely possible that instead of a measure simply to amend the Act, there will be ripper legislation to reorganize the FCC from the personnel standpoint.

We have belabored frequently (in these columns) the merits of proposals to amend the act. A voluminous and valuable record was adduced last session during hearings on the Sanders Bill in the House. This bill already has been resurrected by Rep. Holmes (R. Mass.). The White-Wheeler bill, in its most important particulars, follows the pattern of the Sanders measure. Both have the approval of the industry, as reflected in the testimony of spokesman for the NAB and the Federal Communications Bar Assn. Conversely, the FCC majority, through Chairman Fly, has opposed the new legislation as unnecessary. Obviously, any legislative steps to curb the FCC's power, much of which simply has been assumed, would be frowned upon by the Commission's voting majority.

It may develop, that because of the heat engendered by the Cox Inquiry, the FCC majority will change its stance and go all-out for a bill along the lines of the Sanders and White-Wheeler measure as the lesser of two evils. That was done last session, but not in the open, when there was a choice between the then pending Cox Resolution and the Sanders Bill. As soon as the Cox measure was stymied, the FCC majority opposed the Sanders Bill.

The Sanders hearings, as reference, unquestionably will be used by the Senate subcommittee as part of its record. There is no necessity for covering the same ground again. But it is important that the Committee have the advice and counsel of the industry—all elements of it. The industry should not lose sight of the fact that Congress is the *actual licensing authority*—not the FCC. It has simply delegated those legislative functions. The FCC is a part of the *legislative* branch, as much so as the very committees of Congress.

The broadcasting industry is destined to undergo revolutionary transition after the war. The newspaper and the motion picture industry inevitably will be drawn into the orbit of FCC-licensed pursuits through facsimile and television. But it should end there. There should be no regimentation of research or manufacture by a Government agency and no regulation of business or contractual aspects. If that happens, all the freedoms go out the window.

The industry should speak its mind at the Senate hearings. Otherwise a few more court decisions upholding FCC authority over business aspects of broadcasting and these marvelous new fields aborning, will transform the radio and electronics arts to shackled, regimented, bound-and-gagged tools of master-mind braintrusters.

Radio's 'Radar'

JOT DOWN in your little notebook the legend: "Radar—April 23, 1943". Because that word will become as commonplace in radio's lexicon as radio itself.

On April 23, the Army and Navy decided that the secrecy that has shrouded use of that term might now be lifted. It has been no secret to the craft, however, that this radio-electronic development for radio detecting and range-finding, travelling with the speed of light, has taken the gamble out of blind-flying, and has been used on land, sea and in the air to detect approach of the enemy and to measure his distance.

Many believe the ban on "Radar" had been carried to the point of absurdity. Government agencies identified with the design, manufacture and purchase of Radar equipment, have been prevented from using the term. Though the word was not coined until about the time of our entry in the war, the process was developed in 1922 by an American who remains unnamed. It was called the "radiolocator" in the Nazi siege of the British Isles, and is credited with thwarting it. Somewhat similar processes apparently are known to the Axis.

We're glad the military high commands have decided to release the "secret". The process itself, however, probably will remain locked within the vaults of the military until after the war. Then look for a "Radar Age".

We Pay Our Respects To —

GRAL. de DIV. MAXIMINO AVILA CAMACHO

WHEN PRESIDENT Roosevelt met on Mexican soil with President Manuel Avila Camacho April 20, they made diplomatic history. And when the two presidents spoke over the same microphone to a hemispheric audience, they made radio history.

The radio reports and the stories headlining that momentous session between the presidents of these great neighbor nations made no mention of the part radio played. Nor did they touch upon the radio precedent thereby established.

Only a few short years ago radio relations between Mexico and the United States were anything but cordial. The border station situation had been most serious. Mexican stations had jumped indiscriminately on wavelengths used by American and Canadian stations, causing serious interference and the most vexatious sort of diplomatic dealings.

Today that situation is changed. It has been so since General of Division Maximino Avila Camacho took the helm in 1941 as Mexico's minister of communications and public works. Orderly allocations have been maintained and except for one or two assignment situations that remain to be cleared up in routine fashion, Mexican broadcasting has achieved a new high in quality, range and over-all performance.

Don Maximino is the eldest brother of Mexico's president. He assumed his office in the Federal Government soon after his brother ascended to the helm of State in late 1940. It was his task to administer the broadcast reallocation of 1941, pursuant to the Havana Treaty, under which Mexico acquired a fixed quota of broadcast facilities for the first time since the advent of the medium. Prior to that, assignments had been made in Mexico, Cuba and the smaller republics within interference range on a hit-and-miss basis. Mid-channels, in between those used in this country and in Canada, were employed, with resultant bombardment of reception. Only Canada and the United States were parties to a "gentleman's agreement" for orderly use of the standard broadcast band.

General excellence of reception today tells the story of the cooperation, radio-wise, among the North American nations. Mexico's problem was the most serious. Mexico has mastered it well under the executive direction of Don Maximino and his expert staff in the communications ministry. These include Brig. Gen. Romon Cortés Gonzalez, director general of telecommunications, an Army career officer well-versed in signal communications and the veteran, and venerated Sr. Ignacio Galindo, chief of the office of Radiocommunications, who headed the 1937 Mexican Technical Delegation to the Havana Conference which resulted in the 1941 reallocation.

Like his brother, Maximino came up through the ranks of the Army in joining the revolution against President Diaz in 1910. Maximino continued in the Army after the overthrow of Diaz and achieved the highest rank—that of General of Division. He had enlisted as a private. He was born in Teziutlan, state of Puebla, in 1893; his brother was born in the same town four years later. In 1936 Maximino was elected governor of his home state and served until 1940 when he was named to the cabinet of his brother. He is regarded as perhaps the Cabinet's most influential member.

An astute administrator, Maximino directs all public works and transportation, as well as communications. He is the key man of the Pan-American Highway, a gigantic engineering undertaking, and directs railroad, air and water transportation. As a young man he was agent for the Singer Sewing Machine Co. at Veracruz. In his home town of Teziutlan he had worked as a clerk and bookkeeper in various business establishments.

A polo player of repute and an ardent follower of Mexico's national sport, bull fighting, Maximino is one of the most popular figures in Mexico. He resides with his family at Tehuacon but spends most of his time at his offices in Mexico City.

Personal NOTES

MILLER McCLINTOCK, president of MBS, and Lester Gottlieb, publicity director of that network, are in Hollywood for three day conference with Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, Hollywood. Mr. McClintock is scheduled speaker at the Los Angeles and San Francisco Adv. Clubs, during his West Coast visit.

JENNINGS PIERCE, Western division manager of public service and station relations departments, following NAB War Conference, is attending Ohio State U. Institute, Columbus, O., where he presided at one panel during the three day radio institute. He will visit network affiliates in Arizona and New Mexico before returning to his Hollywood headquarters in mid-May.

FRANK A. BEREND, Western division sales manager of NBC Hollywood, after attending the NAB War Conference in Chicago, is conferring with New York executives of NBC.

WILLIAM B. RYAN, general manager of KFI-KECA, Los Angeles, following attendance at the NAB War Conference in Chicago, is in Washington, D. C., on station business.

HAROLD S. YOE, sales accountant of KLO, Ogden, Utah, is back at his job after two weeks in the hospital recovering from an operation.

PETER ZANPHIR, formerly of the CBS sales department, joined Mutual April 19 as manager of the presentation division of the promotional research department. The post is a new one.

SAMUEL R. ROSENBAUM, president of WFIL, Philadelphia, was elected to the board of directors of Lit Brothers, Philadelphia department store, at the annual meeting of stockholders.

WILLIAM M. TAYLOR has joined the sales staff of WDBJ, Roanoke.

EARLE G. CLEMENT, former general manager of WLNH, Laconia, N. H., has been appointed manager of WEIM, Fitchburg, Mass. He succeeds Milton H. Meyers, who was forced by other business interests to relinquish management of the station.

CORNWELL JACKSON, assistant to Deputy Chief of Radio Bureau of the OWI, Hollywood, has been named principal liaison officer of that organization.

HELEN MURRAY, former assistant sales promotion manager of NBC Hollywood, has been appointed sales promotion manager of KPO, San Francisco. She replaces Henry Schaffer, who resigned to enter business for himself.

A. E. TOLLESON, formerly of the A. E. Nelson Company, advertising, San Francisco, has returned to KPO, San Francisco, as account executive.

CHARLES KENNEDY has joined the Chicago office of WLW, Cincinnati. He has been a salesman with WLS, Chicago, and with WTMJ, Milwaukee. He replaces Dick Garner who joined BLUE.

MORT SILVERMAN has been appointed assistant manager in charge of sales for WEIM, Mutual-Yankee outlet in Fitchburg, Mass., succeeding W. Warren Teskey, resigned. Silverman was in sales work with WDAS, Philadelphia, WINS, New York and WCOP, Boston, before joining WEIM last June.

HENRY GERSTENKORN, account executive of Don Lee Broadcasting System, Hollywood, has been elevated to assistant general sales manager.

A. DALE DRAKE, former commercial manager of WRR, Dallas, is a lieutenant in the Army Air Forces, stationed at Brooks Field, San Antonio, Tex.

HERMAN FIELDS, new to radio, has joined WPAT, Paterson, as salesman in the New York offices.

JACK O'MARA, publicity and promotion manager of WOWO and WGL, Fort Wayne, Ind., joined KNX, Hollywood, May 3 as merchandising manager of CBS Pacific stations.

Dr. Jewett Again Heads National Science Group

DR. FRANK B. JEWETT, vice-president of the American Telephone and Telegraph Co. and chairman of the board of the Bell Telephone Laboratories, was reelected to the presidency of the National Academy of Sciences April 27 for another four year term. At the same time the National Academy in selecting 28 new members issued membership to Dr. Vladimir K. Zworykin, noted scientist with RCA Manufacturing Co. and the inventor of television and the cathode ray tube.

Dr. Jewett will continue, by virtue of his reelection to the National Academy presidency, as a member of National Defense Committee, the coordinating and planning agency which works on all important military research and development projects in conjunction with the Office of Scientific Research and Development.

Ruddell in Artillery

NOEL G. RUDDELL, vice-president and general manager of the Upper Michigan-Wisconsin Broadcasting Co., has been commissioned captain in the Coast Artillery Corps, Anti-Aircraft, and reported for duty at Ft. Eustis, Va., April 26. He served in World War I. Last January Capt. Ruddell sold his interests in the radio firm, which owns and operates WJMS, Ironwood, Mich., and WATW, Ashland, Wis.

Lt. Pulliam Engaged

ENGAGEMENT of Jane Bleeker, program manager of W51C, Zenith FM station at Chicago, for the last year, to Lt. Eugene C. Pulliam, with the wedding to take place May 29 in Chicago, has been announced. Lt. Pulliam was news editor of WIRE, Indianapolis, before entering the service. They are to live at Michigan City, Ind., where Lt. Pulliam is in charge of the Naval Training School.

Fred E. Guthery

FRED E. GUTHERY, stockholder in the Marion Broadcasting Co., owners and operators of WMRN, Marion, O., died suddenly after a heart attack April 20 at 75. He was president of the National City Bank of Marion, and a director of several other banks, insurance companies and industrial firms.

BEHIND the MIKE

JOHN HADE, after four years with WFAS, White Plains, N. Y., has joined WJZ, New York, as commercial program manager, a new post. Mr. Hade has been associated with a number of publications, including *Billboard*, several New England papers, and the Westchester County Publishers.

LEWIS G. J. GREEN, former musician and continuity writer, has been appointed a member of the production directors' staff of BLUE Chicago.

JACK WILLIAMS, program director of KOY, Phoenix, has been elected to Phoenix Junior Chamber of Commerce directorate.

ALBERT L. CAPSTAFF, Hollywood engineer on the weekly NBC *College of Musical Knowledge*, sponsored by American Tobacco Co. (Lucky Strike cigarettes), has been transferred to the network production staff and assigned to that half hour program.

CHARLES LEWIN, producer of BLUE, Hollywood, and Barbara Katz, were married in Beverly Hills, Cal., on April 16.

BILL SETH leaves WFVA, Fredericksburg, Va., where he has been manager, to join WKBN, Youngstown, O. He will handle news and general announcing.

GEORGE FINNY, night news editor of WINS, New York, married Marion Mouyios several weeks ago.

FRED KENT, announcer of WPEN, Philadelphia, left April 27 for the Volunteer Officers' Corps of the Army.

HOWARD BROWN, formerly of WIP, Philadelphia, has joined the announcing staff of W53PH, FM adjunct of WFIL, Philadelphia.

VARNER PAULSEN, production director of WIP, Philadelphia, was inducted into the Army April 27.

LT. JANET C. JENKINS, known at KYW, Philadelphia, as Nancy Dixon, where she was in charge of women's programs before joining the WAACs last July, and Lt. William B. McCoy, were married at Fort Custer, Mich.

BILL ZAFFIRAS has joined the news staff of WMC, Memphis, leaving KSCJ, Sioux City, where he was news editor.

BARRY CURRIGAN has joined the announcing staff of KLZ, Denver.

BETTY LANG is a new member of the continuity department of CKWX, Vancouver. She was formerly with NBC and J. Walter Thompson Co. in Hollywood, and KPAS, Pasadena.

REED A. CHAPMAN, national advertising manager of the Vancouver *News Herald*, has returned to CKWX to handle sports and sales.

BILL BURNETE has returned from WPTF, Raleigh, to WCOS, Columbia, S. C., as chief announcer and production manager. Richard Goode is now Pvt. Goode. Malcolm Rast is a new member of the announcing staff.

NANCY GREY, of WTMJ, Milwaukee, has gone to the Southwest for two weeks. She will gather material on the Pacific Coast for future *What's New* programs, aided by a portable recorder.

DARA TWIGGS, of WSGN, Birmingham, besides handling special women's shows, is now taking a regular turn at the mike. Jack McCormack, recently of WLAY, Sheffield, Ala., has joined the staff to handle the night shift.

JOHN T. MacKNIGHT, announcer of WDGY, Minneapolis, has been promoted to production chief.

GEORGE D. BRONSON, news editor and salesman of WELI, New Haven, has been appointed by the budget committee of the Community Chest to the executive committee of the New Haven council of social agencies.

GEORGE OLENSLAGER, head of the BLUE's information division, is the father of a baby girl.

LES SCOTT has moved his early morning recorded show to WRR Dallas from KXYZ, Houston. Previously he was with WNOW, Austin and KFDN, Beaumont.

BRUCE MacDONALD is news editor of WIND, Gary, Ind., succeeding Bob Sabin who joins the BLUE Chicago office.

HAL LAWRENCE, former CKLW, Windsor-Detroit, announcer is now AC2 Lawrence of the Royal Canadian Air Force.

CY KING, announcer of CJKL, Kirkland Lake, Ont., has joined the Royal Canadian Air Force.

WESLEY MEARS, announcer of KFI-KECA, Los Angeles, has joined the Navy as an ensign. Ted Bentley, onetime page boy of NBC Hollywood, replaces him.

MARY SIMPSON, in charge of sustaining program traffic, BLUE Hollywood, has been elevated to assistant traffic manager. Her duties have been assumed by Phyllis Skepner.

JIM LUNEBERG, of transcription department, KNX, Hollywood, has been transferred to announcing and is assigned to the swing shift. He replaces Bill Fuller, who has taken over a daytime assignment.

TWO NEWSCASTERS from WJR, Detroit, were called to active duty last week. Edgar A. Guest Jr. (left), who handled the 7 a.m. news for WJR, reported to the Navy at Jacksonville, Fla. Jack White (left) reported to the Army at Fort Custer, Mich. WJR gave a cocktail party for the duo.

EDDIE ANDERSON (Rochester), of the weekly NBC *Jack Benny Show*, has entered a three-year-old, Burnt Cork, in the Kentucky Derby.

JACK PATRICK, Hollywood freelance writer, has joined CBS, Hollywood and is assigned to the weekly sustainer, *Adventures of Raffles*.

HOLT GEWINNER, newscaster of WMAZ, Macon, Ga., has had an appendectomy.

BILL MARLOWE, producer-announcer, has left WKBN, Youngstown, to join WMC, Memphis. He has formerly been with WIZE, Springfield, WKBV, Richmond, Ind., WKST, New Castle, Pa.

STAN SCHULTZ has joined WAKR, Akron, as program director.

PAUL C. LYNDE Jr., program director of KFXM, San Bernardino, Cal., has reported to the Army Air Forces at Santa Ana, Cal. for flight training. Alan Mann, KFXM chief announcer becomes program director, while Shirley Irvine of KNX, Hollywood, and James Gentry of WKRO, Cairo, Ill., have joined the announcing staff.

EWALD KOCKRITZ will head a new promotion service at WAGA, Atlanta. He was formerly with KWBG, Hutchinson, Kans., KTHS, Hot Springs, Ark., WSAI, Cincinnati.

DOROTHY JENNINGS has joined the announcing staff of WDBJ, Roanoke.

RUSSELL NAUGHTON, announcer of WDRC, Hartford, has been inducted into the Army.

DEANE S. LONG, of the announcers staff of KXEL, Waterloo, Iowa, has been made assistant program director.

KIRK HAMMER and Roland D. Prousch have joined KSAL, Salina, Kan., as announcers. Hammer has received a medical discharge from the Marines, and Prousch has been engaged in radio survey work.

ARNOLD B. HARTLEY, manager of WGES, Chicago, for seven years and prior to that with CBS and KYW, Philadelphia, is program director of WOV, New York. Connie Porreca, acting program chief following enlistment in the Army of Mario F. Hutton, remains assistant manager of station.

LUD GLUSKIN, Hollywood musical director of the weekly quarter hour CBS *Ceiling Unlimited*, sponsored by Lockheed & Vega Aircraft Corps., has resigned that post due to conflict with his other assignment. Anthony Collins, assistant to Gluskin, has assumed duties on the quarter hour series.

JOE SEIFERTH, of the audience promotion division of WJZ, New York, is recuperating from pneumonia.

DON'T
BE A
SLAVE
TO
FREEBORN (Ky.)!

Serfs you right if you've been slaving for business in Freeborn (Ky.)—and not getting much. Because there isn't much there! Emancipate yourself and see how much better you can do in the Louisville Trading Area, where retail sales top the rest of Kentucky *combined* by 17.1%. . . . Sympathetic to your cause, WAVE offers complete coverage for far less than the cost of any other medium. So don't vassal-ate — use WAVE for Louisville, and get the best of Kentucky at lowest cost.

LOUISVILLE'S
WAVE

5000 WATTS . 970 KC
N. B. C.
FREE & PETERS, INC.,
NATIONAL REPRESENTATIVES

HAL WOLF, announcer of KPO, San Francisco, recently was commissioned a first lieutenant in the marine corps.

BILL RODDY, announcer of KPO, San Francisco, recently left to start training at a maritime service school for a commission in the merchant marine.

ANN HOLDEN, commentator of KGO, San Francisco, has been elected a senior hostess at the Stage Door Canteen in the bay city.

TED MYERS, newscaster-commentator of KFI-KECA, Los Angeles, and recently appointed radio instructor of Professional Institute of Music & Drama, that city, is conducting private and class training in broadcasting techniques.

ROSEMARY LANE, singing mistress of ceremonies on the weekly sustaining feature, *All Girl Review*, on CBS Pacific stations, has completed an assignment in the Universal film, "All by Myself".

RUTH FARWELL, head of the music department of the Yankee Network, leaves the end of May to join the Marine Corps.

ETHEL KIRSNER, who recently resigned as associate editor of *Movie-Radio Guide*, has joined the CBS press information department. Miss Kirsner has been with the radio department of the *N. Y. Journal-American*, was editor of *Top Hits*, and was previously with Young & Rubicam, New York.

JACK KNOTT, formerly of WNAX, Yankton, S. D., has joined KBON, Omaha, as news editor.

ALBERT E. DALE, manager of NBC's department of information, is the father of a boy born April 23.

ROBERT S. WILSON has resigned as publicity manager of British Broadcasting Corp., New York, to take up other work, and has been succeeded by Stanley L. Stevens, former director of publicity of the Radio Workshop of the National Youth Administration, New York. Mr. Stevens has just returned from Officer Candidate School, Camp Davis, N. C., having received a medical discharge.

ALVIN MULLENAX, announcer of WSVA, Harrisonburg, Va., is the father of a boy. Mr. Mullenax reported to the Marines, Parris Island, S. C., April 26.

KEITH ENGAR and Allan Moll, announcers, have left KDYL, Salt Lake City, to join the Army Air Forces. Allan's young brother has joined the staff as announcer and listeners are said to be unable to tell the difference, they sound so much alike. Ray Ovington, of Beverly Hills, Cal., joins KDYL after successfully passing tests of the new NBC announcer audition system.

HAROLD B. (Bud) Thorpe has joined KMOX, St. Louis, as announcer, having been associated with KOIL-KFAB, Omaha, and KLZ, Denver.

ALBERT COLLINS has joined WIOD, Miami, as announcer, coming from WFTL, Ft. Lauderdale, Fla.

JOE GIRAND, from WWLS, Beckley, W. Va., has joined the announcing staff of WPAT, Paterson.

CARLTON KADELL, Hollywood announcer-actor, with April 27 broadcast of the thrice-weekly *Red Ryder*, sponsored by Langendorf United Bakeries on BLUE Pacific stations, replaced Reed Hadley in the title role of that series. Latter was recently signed to term contract by 20th Century-Fox.

LEONARD L. LEVINSON, Hollywood radio consultant to OWI, and until recently Special Assignments Chief, Radio Bureau of that organization, has opened offices at 6253 Hollywood Blvd., Hollywood, for writing and production of package-deal radio programs.

Doesn't Dive

JOHN DALY, CBS correspondent in London, disdains to join the inhabitants of that city in diving for the ground during an anti-aircraft barrage, CBS reports, quoting Daly's explanation as follows: "Veterans of London blitzes pretty well ignore the antics of Hitler's raiders, but they have a healthy respect for the shrapnel that comes down after the anti-aircraft barrage starts up. The sound of the guns is terrifying and my first inclination is to dive for the gutter. The only thing that keeps me on my feet is that it takes about three weeks to get a suit cleaned."

MARTIN SILBURT, program department of CKRN, Rouyn, Que., has been moved to CJKL, Kirkland Lake, Ont. George Clemens of CKWS, Kingston, Ont., replaces him at CKRN.

MURRAY MESSNER, program director and announcer of CFAR, Flin Flon, Manitoba, has joined the Royal Canadian Air Force.

WILLIAM E. WEBB, of NBC's advertising and promotion department, has been inducted into the Navy as a lieutenant (j.g.), reporting for indoctrination at Quonset, R. I., April 26.

EDMUND DAWES has been named program director of W53PH, FM adjunct of WFIL, Philadelphia, succeeding Felix Meyer, who joined the Navy. Mr. Dawes will continue as director of educational programs and activities of WFIL.

PAT WILSON and Irene Bruce, who handled women's programs for WSAZ, Huntington, are now announcing most of the station's daytime programs. They are also at home in the control room.

ANICE WISMER, continuity director of WRBL, Columbus, Ga., was married to Lt. G. C. Johnson Jr., of the Parachute Infantry, Fort Benning, Ga.

MRS. BARBARA JOHNSTON, new to radio, has been named traffic manager at CJKL, Kirkland Lake, Ont.

ALEX DREIER TALKS AT NAB BREAKFAST

ALEX DREIR, NBC commentator, spoke off-the-record on Germany as the highlight of the breakfast session of the Chicago Radio Management Club Wednesday at the War Conference. Former NBC commentator in Berlin and London, Dreier gave intimate anecdotes on war conditions abroad. Buckingham Gunn, J. Walter Thompson, Chicago, president of the club, welcomed the guests. Lt. Paul Holman Faust, Navy Public Relations, Chicago, explained the objectives of the club.

Committee in charge of the breakfast sessions included Jack North, Aubrey, Moore & Wallace, Chicago; June Rollinson, Russel M. Seeds Co., Chicago; Ward Dorrell, Henri, Hurst & MacDonald, Chicago, and Lt. Faust, Mitchell-Faust Advertising, Chicago.

CERTIFICATE of merit will be awarded *Womanpower*, CBS program now off the air, by the New Jersey Women's Press Club, in Newark.

A 250-watt local non-network station holds more day-time listeners than 3 network outlets!

WHERE? IN KANSAS CITY!
THE STATION? KCKN!
PROOF? HOOPER*!

"Hooper shows what Kansas City knows"—KCKN is programmed entirely and exclusively for Kansas City's 725,000 "city" listeners.

No other Kansas City station is programmed exclusively for the metropolitan city audience. No other Kansas City station offers national advertisers a low "local" rate.

*Hooper, October 1942 thru February 1943

KCKN

ELLIS ATTEBERRY, General Manager

CAPPER PUBLICATIONS, INC.
In N. Y. C. — 420 Lexington — Mohawk 4-3280
In Chicago — 180 North Michigan — Central 5977

Poultry Ups Farm Income to New High

IN 1943, farmers will make more money from poultry than ever before, comments Earl May, pioneer broadcaster and KMA president shown below with his White Leghorn hen, Sarah, who laid 316 eggs in 1942.

"The 1943 farm goal," May said, "is 4,780,000,000 dozen eggs. That's enough to make a solid band 10 feet wide around the equator. We must also produce 4 billion pounds of dressed chicken—over 30 pounds for every man, woman and child in the United States."

In Iowa, greatest poultry and egg producing state in the nation, hatchery bookings to farmers are 40% higher than a year ago, May stated. By the end of this year, 125 million chickens will populate Iowa farms to meet the state quota of 330 million dozen eggs.

But, May pointed out, this is only one of many reasons why the No. 1 Farm Market has more buying power today than ever before—will continue to have more buying power in the years ahead.

"I'd like every advertising man to have the details I have collected about the NEW farm market," Earl May said. "We have a Market Data Brochure for every alert advertiser anxious to get his share of the record-breaking buying power of America's first farm market."

NOTE: *Better write—right now!*

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND SHENANDOAH, IA.

FREE & PETERS, INC.
Exclusive National Representatives

News to Troops, Begun at OWI Now Handled by Army Section

But OWI Will Continue Shortwave Broadcasts Of Feature Material to American Forces

NEWS MATERIAL for broadcasts to U. S. troops at home and abroad will be prepared and disseminated through the Orientation Section, Special Service Division of the War Dept., by the end of this week. Handled in the past by OWI, this function has been changing hands recently as the Orientation Section has taken over circuit by circuit.

According to Lt. Col. S. L. A. Marshall, in charge of the Orientation Section, OWI has expected to have the Army take over the work ever since last September when the news reports to troops were started. At that time, the Army was not equipped to write and forward news to all of the widely scattered parts of the globe where American troops are stationed. It was more expeditious to utilize OWI's personnel and facilities than to delay operation until the Army could set up an additional news bureau.

Invaluable Service

OWI thus performed an invaluable stop-gap service for the fighting forces, it was said. Now the Army has the necessary organization and personnel, the news-forwarding facilities—cable and wireless—of the Signal Corps, and personnel at every military post and outpost to distribute news of the war and the home front to the men in uniform.

In addition, Col. Marshall explained, the Army has certain facilities not available to OWI, such as the Research Branch of the Special Service Division, which acts as a kind of "Gallup Poll" of servicemen's interests. Thus the Orientation Section is prepared to supply not only general news but news of particular interest to soldiers whose likes and dislikes have been polled.

OWI's world-wide transmitting and receiving facilities will not be used by the War Dept., although an extensive OWI news service is in operation. OWI has cable facilities to every point where troops have been sent and has arranged news outlets via local radios. Where no radio equipment was available, sending and receiving equipment has been shipped in many cases. OWI also has men on duty at all these points, with full news bureaus in some locations and missions of only one or two men at others.

Not to Be Wasted

However, none of these facilities will be wasted. OWI Overseas Branch will continue to use them in its work of propagandizing occupied and enemy territory and in other OWI functions. Moreover, OWI men at the various stations will continue to aid the Army in getting news to troops where army facilities are inadequate and will help solve any problems which may come up. OWI will also go on handling the "News From Home" recordings, feature material shortwaved to troops.

Capt. William S. Gill heads the SSD News Service. Under Capt. Gill are Capt. Royce D. Howes, editor of the report sent to troops within the country, known as the "Daily News Summary"; and Capt. Thomas A. MacMahon, editor of the overseas report, called "Overseas News Service."

Both news briefs, the reports differ radically. Troops at home, who have access to newspapers and radio, get a daily interpretative digest of war news from all parts of the world, a "military account of military operations". Written by former newspapermen with military experience, the account serves the special purpose of acquainting the men with current operations, terrain features and tactics used by both Axis and Allied forces.

Troops overseas get a general news summary, somewhat like the news round-ups heard by civilian listeners in this country, except that emphasis is shifted to give servicemen the news they ask for. While news reports for civilians are weighted heavily on the side of war and battle information, troops overseas don't want to hear war news. They want sports information, general gossip, stories on Hollywood figures. Scandal is extremely popular; the Errol Flynn case was a universal favorite with troops abroad.

Though the boys show no affinity for information on the changing social and political scene, they get it, because, as Col. Marshall explained, "Significant changes in American life are ocurring wh the men are away. If they are n kept in touch with social, econo and political developments, the will be a difficult readjustment t make when they return."

The domestic report is presen in finished form, but the overse report, though not reduced "Cabelese", must be rounded before it can be used. Overseas, th material is broadcast to posts an stations where it is put on lou speakers, tacked up on bulle boards or walls, or printed in cam newspapers.

Changes will probably be made i the overseas report as interests army personnel change, Col. Mar shall indicated. Members of the Re search Branch are constantly sam pling opinions and desires of troop actually going to posts to condu personal interviews, and using ap proved survey techniques.

"Probably no other publisher i history has had the benefit of th kind of constant survey," observ Col. Marshall.

RAYMER'S RENDEZVOUS at one of Chicago's lakeside dw ings was the locale for this form group. Seated (l to r): Ma Woods, BLUE president; M Harry C. Wilder, WSYR, Sy cuse. Standing, E. E. Hill, WTA Worcester; Fred Brokaw, Raym partner, New York, and Paul H Raymer.

SESACS May bulletin reports that a compilation of the current phonogra recordings of SESAC music, listed b title, recording company, record nu ber and name of recording artist, contained in the 1943 *SESAC Mu Guide*, just off the press.

BRITISH COLUMBIA
LAND OF OPPORTUNITY
LEADING BY EVERY SURVEY
CJOR
Now MORE THAN EVER 1st

5000 WATTS FULL TIME 630 KC.

BLUE NETWORK

KXOK

ST. LOUIS, MISSOURI

Represented by WEED & CO

CONTROL
ROOM

RANK WEAVER, formerly technician of Stockton, Cal., has joined AN, San Francisco.

ARL SCHWARZ, engineer of KYA, San Francisco, has been commissioned lieutenant in the Army. James R. illbun, formerly of KGO, San Francisco, has taken over the KYA duties.

LMORE BALTHIS, formerly technician of WOC, Davenport, Ia., has joined KFRE, Fresno, Cal., as has ob Shacklet, of Fresno.

ROY BANKS, formerly technician of KQW, San Jose, Cal., has joined KTKC, Visalia, Cal. He replaces Don mith who resigned to devote full time to his radio service shop.

ESLIE CABE, technician of KXA, Seattle, has joined the Army.

ED BINDNER, formerly technician of KROW, Oakland, Cal., has joined the Army as a lieutenant. His duties have been assumed by Marvin Carmin.

LOYD R. AMOO, former chief engineer of KSJB, Jamestown, N. D., has joined KGDM, Stockton, Cal., replacing Milton Cooper, now in the Army.

KENNETH GRINDE, formerly engineer of KOMO, Seattle, has joined KXRO, Aberdeen, S. D. as chief engineer. His former duties were assumed by Robert B. Miller.

ROY JENSEN, technician of KFBK, Sacramento, Cal., has joined the Office of the Coordinator of Inter-American Affairs, San Francisco. Lew Heinsman, also of that station, has joined the Army. Their former duties have been assumed by Howard Voegli, who had been associated with KFBK in another capacity, and Robert Weeks, formerly of Oregon.

FRANK BARTOL, former studio supervisor of WHDH, Boston, has joined the staff of WEEI, Boston.

JIMMY WIDNER, George Tech's co-op in WSB's control room, has been inducted into the Army at Ft. McPherson.

ELDON RAUCH has been added to the KGGF, Coffeyville, Kan., engineering staff.

ROGER W. LOVE, engineer of BLUE Hollywood, has been commissioned a second lieutenant in the Army Signal Corps.

HENRY FRENCH, engineer at WTAG, Worcester, Mass., is the father of a girl, born recently. The child is his second.

VERNON FULTON, of the engineering department of WLS, Chicago, is the father of a baby girl. Bill Keller, engineer, is the father of a boy.

RUSSELL McCLAIN, engineer of WPEN, Philadelphia, left May 1 for Fort Monmouth, N. J. to join the Army Signal Corps as a first lieutenant.

CHARLES WRIGLEY, of Jenkintown, Pa., has joined WFIL, Philadelphia.

LOUIS ONOFRIO, apprentice engineer of NBC Hollywood, has taken over duties of Albert Capstaff, former network engineer on the weekly NBC *College of Musical Knowledge*, sponsored by American Tobacco Co. (Lucky Strike cigarettes). Mr. Capstaff has been transferred to NBC production staff.

OGDEN LINDQUIST, of the engineering staff of WBNX, New York, is the father of a boy.

WARREN L. BRAUN, chief engineer of WSVA, Harrisonburg, Va., is the father of a boy.

MARY HALD and Beverly Dunn have joined the engineering staff of WNAX, Sioux City-Yankton.

Following Orders

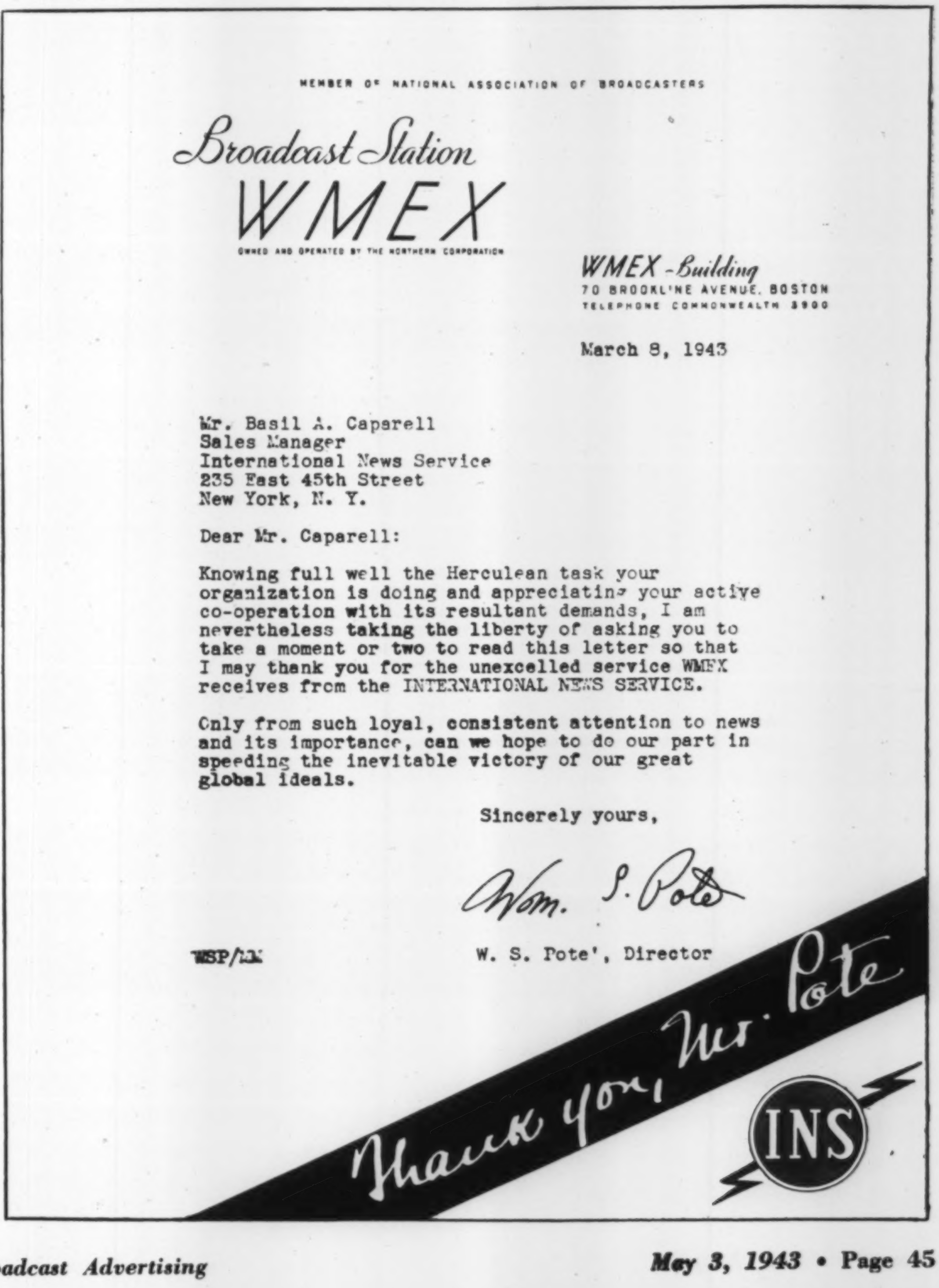
WHEN a budding announcer-control man at WIBX, Utica, took over the controls on an early morning shift recently, he reacted quickly to a voice shouting "Turn that thing off." Was his face red when he learned that the command came from a recorded commercial on the *Yawn Patrol*, morning transcription show. Fortunately, Jack Hamilton, announcer on duty, intervened to keep the station on the air.

IVY CALVERLEY, operator at CKGB, Timmins, Ont., has been transferred to CKWS, Kingston, Ont.

KSO-KRNT Scrap Towers

THE TEN-year-old towers of KSO-KRNT, Des Moines, yielded 55 tons of steel scrap for salvage, and 60,000 feet of copper wire, which went to the OWI for war uses. The stations are now operating on their four new towers under an arrangement devised by Paul Huntsinger, chief engineer, whose plan is now used by several other combination stations. KSO-KRNT belong to the Cowles chain, which includes WMT and WNAX.

COCA-COLA Co. is sponsoring this season's broadcasts of the Atlanta Cracker ball games on WAGA, Atlanta. Lee Bennett is handling the play-by-play discriptions. D'Arcy Adv. Co., St. Louis, is agency.


Thank you, Mr. Pote
INS

MEMBER OF NATIONAL ASSOCIATION OF BROADCASTERS

Broadcast Station
WMEX
OWNED AND OPERATED BY THE NORTHERN CORPORATION

WMEX - Building
70 BROOKLINE AVENUE, BOSTON
TELEPHONE COMMONWEALTH 3900

March 8, 1943

Mr. Basil A. Caparell
Sales Manager
International News Service
235 East 45th Street
New York, N. Y.

Dear Mr. Caparell:

Knowing full well the Herculean task your organization is doing and appreciating your active co-operation with its resultant demands, I am nevertheless taking the liberty of asking you to take a moment or two to read this letter so that I may thank you for the unexcelled service WMEX receives from the INTERNATIONAL NEWS SERVICE.

Only from such loyal, consistent attention to news and its importance, can we hope to do our part in speeding the inevitable victory of our great global ideals.

Sincerely yours,

Wm. S. Pote

WSP/LX

W. S. Pote', Director

Diathermy Claims Hit

FOLLOWING its recent complaint against the Domestic Diathermy Co., New York, the Federal Trade Commission last week cited United Diathermy Inc., Philadelphia, for use of allegedly false advertisements on the air and other media for a device called United Short Wave Diathermy. The machine may produce dangerous or fatal results when used without proper diagnosis and instruction in use of the machine, the FTC claims.

XUM

Fly Urges Post-War Study

(*Continued from page 14*)

change in advance, and in particular the importance of laying a sound and spacious foundation for new services, so that progress will not be handicapped more than necessary by the dead hand of obsolescence.

During the early 1920's, standard band radio broadcasting developed without any sound foundation plans, and old-timers in the industry still remember the chaos which resulted. Since then we have learned much. . . . So the FM or frequency modulation band was opened up, pursuant to an allocations plan which, whatever its imperfections in detail, nevertheless made orderly progress possible.

Television was similarly well-planned before the war, though the war has, of course, delayed fruition of those plans. Simultaneously, however, the war has hastened technical developments which may in fact revolutionize television. I am confident that post-war television will be developed with all the foresight and care that human ingenuity can afford.

Planning Board

It is to prepare solutions for just such problems that the radio industry itself is establishing a radio technical planning board, which will draw upon the services of the scientists and technicians best qualified in the various radio and related fields. The details of this board are just now being worked out, and I understand that the Federal Communications Commision and other agencies will accept invitations to have their technical people sit in on the board and panel discussions, though of course such Government people will not vote on issues. By making sound technical recommendations to the FCC, to other governmental agencies and to the industry itself, such a planning board can be of the greatest assistance in solving post-war problems soundly and in facilitating the tremendous radio advances which lie ahead.

When this war is over, vast numbers of skilled communication technicians trained by or for the armed forces will be available to devote their war-acquired skills to civilian pursuits. Will there be jobs for them? Certainly the expansion of radio, television and related arts offers the highest hopes for achieving immediate, secure and permanent employment for these trained technicians and for others. Conversely, the availability of these men will serve to speed the expansion of radio and related services which will surely come. Not only men, but equipment and the capacity to manufacture equipment will be available in unprecedented quantities. One of the avowed purposes of the proposed radio technical planning board is to assist in the utilization of excess radio and electronic equipment remaining from the war effort.

By planning for such steps as this, I am confident that the radio industry, acting independently but with Government cooperation, can do much to bridge the gap from war to peacetime radio techniques. From this undertaking should flow results of great interest and benefit to the public.

STATISTICAL SLEUTHS in quest of new business vistas—NAB's research committee in a pre-conference huddle. Seated (l to r): Roger W. Clipp, WFIL, Philadelphia; Paul F. Peter, NAB research director; Arthur W. Church, KMBC, Kansas City. Standing, Barry Rumple, NBC, New York; John McCormack, KWKH-KTBS, Shreveport.

Circus Promotion

OLYMPIA CIRCUS, which is in Chicago April 25-May 9, is spending the greater share of its promotional appropriation on radio. One-minute announcements have been placed 10 times daily for a 22-day period on Chicago stations WAIT, WCFL, WAAF, WIND, WJJD; WCLS, Joliet; WMRO, Aurora; WJOB, Hammond. Circus, which features the appearance of the Lone Ranger (Brace Beemer), will play Detroit after its Chicago run. Schwimmer & Scott, Chicago, is agency.

Tasty Yeast Expands

CHARMS CANDY Co., Bloomfield, N. J., last week expanded its spot advertising for Tasty Yeast to the New York market, adding transcribed announcements at varying frequencies, on WQXR WHN WNEW WMCA. Firm started one-minute transcriptions on Hartford and Providence outlets in March. Agency is C. L. Miller Co., New York.

WNYC, New York's municipal station, will remain on the air until 9.30 p.m. during the month of May, and until 10 p.m. in June, due to the later sunset hour. By June, it is expected that changes in the station's transmitter to conform with FCC regulations will be completed, enabling the station to remain on the air until 10 p.m. the year round [BROADCASTING, Dec. 7].

Daytime Sets-in-Use Up 14%, More Sponsor

DAYTIME sets-in-use showed an increase in April over the same month of last year, according to C. E. Hooper Inc., reversing the previous months' figures, which were consistently lower than those of comparable periods of 1942. April daytime Hooper ratings also show that the average rating of daytime sponsored network programs is up to 5.6, an increase of 14% over a year ago, while the number of sponsored daytime shows reported on in April was 76, an increase of 11 from April, 1942.

Top program in the daytime field in April was *Romance of Helen Trent*, followed by *Kate Smith Speaks* and with *Big Sister* in third place. Rest of the "Top Ten" for the month are: *Ma Perkins, Life Can Be Beautiful, When a Man Marries, Portia Faces Life, Our Gal Sunday, Stella Dallas, The Goldbergs*. Top weekend programs not included in the weekday list, are *Those We Love* and *Family Hour*.

Capt. O'Brien Ill

CAPT. DAN O'BRIEN, a member of NBC press department before enlisting last year in the Marines, is recovering from malaria in a Navy Hospital, after service in Guadalcanal. He has been recommended for the Navy Cross for his one-man battle against a party of Japanese.

Without Tourists

* . . . Miami's population, retail sales, bank deposits and income from pay rolls...have all reached a new high, and...are still going up at an astounding pace (without usual tourist trade).

*Population MIAMI (Dade County) 350,000

* Now's the time to break ground for your immediate and postwar gains.

WIOD Covers This New Rich Market As Completely As Miami's Magic Sun

National Representative
GEORGE P. HOLLINGBERY COMPANY

* Reported from Dade County Rationing Board.

★ 5,000 WATTS 610 KC NBC ★

WIOD MIAMI

WHOSE 10TH ANNIVERSARY?
SEE BACK INSIDE COVER
NEW RECORDS in Retail Sales
SEE BACK INSIDE COVER

WPID Permitted To Leave the Air

Becomes War Casualty, Citing Loss of Revenue, Personnel

WPID, Petersburg, Va., was given permission by the FCC last week to delete the call signal and close the record of the station. Pending application for renewal of the license was also dismissed, and WPID became the first war casualty since the FCC's policy ruling of March 9, which refuses to allow a station to suspend operation for the duration without prejudice.

The licensee had notified the Commission last March 2 that it would have to cease operation April 1, 1943, the expiration date of its outstanding license, in view of the denial of its petition to suspend operation for the duration [BROADCASTING, March 29].

Reasons given for the decision to quit the air were financial loses, which amounted to $2,874 in 1941 and $8,025 in 1942, due to loss of advertising revenue because of rationing and disappearance from the market of many unrationed products; and inability to keep sufficient trained personnel to enable the station to give the necessary quality of service. Frederick Lewis Jr., chairman of the board of WPID said in a letter to the FCC that they expect to maintain the studio and transmitter equipment in condition and to apply for license again after the war.

PA Dallas Bureau

TO PROVIDE more regional radio news for stations in the Southwest, Press Assn. has opened a news bureau in Dallas, according to an announcement by Oliver Gramling, assistant general manager of the AP radio subsidiary. Justin Anderson, for the past several months on the PA's New York staff, and formerly with AP offices in Kansas City, Jefferson City, Louisville, and Lexington, will be in charge of the Dallas bureau.

ON RECOMMENDATION of the National Safety Council, the Liberty Bell for excellent safety record in 1942 was awarded to RCA Victor's Camden plant (N. J.). The presentation, which was based on the plant's record of 22% reduction of time lost through accidents last year, was made on the *Ghost Shift* network program. RCA departments received similar awards in 1937, 1938, 1940 and 1941. More than 2,000 plants compete in this New Jersey contest.

Fish Story

FISH FANS flooded phones in Greenville, S. C., after Charlie Davis of WFBC on his afternoon *Ballads, Bargains & Booty* offered five free fish to the first five persons calling a local market. When an increase of over 2,000 calls brought students and supervisors to exchange boards, telephone officials asked Charlie to refrain.

Sound on Steel Wire, Used by Army, Is Demonstrated to NAB by Kirby

THE MILITARY APPLICATION of a compact transcription device for recording sound on a steel wire was explained by Lt. Col. E. M. Kirby, head of the radio branch of the War Department Public Relations Bureau, at the War Conference Tuesday afternoon.

In extolling the work of the War Department correspondents, Col. Kirby pointed out that the Southwest Pacific fighting front is 1500 miles from the nearest transmitter and that this geographical spread presented a problem of on-the-scene war coverage.

Compact Recorder

The new compact wire recorder with an overall weight of only 44 pounds and about a cubic foot in size can be used in battle maneuvers for a transcribed record of actual combat. A steel thread 4/1000ths of an inch thick (as thin as a human hair) uncoils from one spool to another through a magnetic field. One spool can hold three to eight hours of continuous broadcasting. This device, chiefly the work of 26-year-old Marvin Camras, staff research associate of the Armour Foundation, was first described in BROADCASTING June 29, 1942.

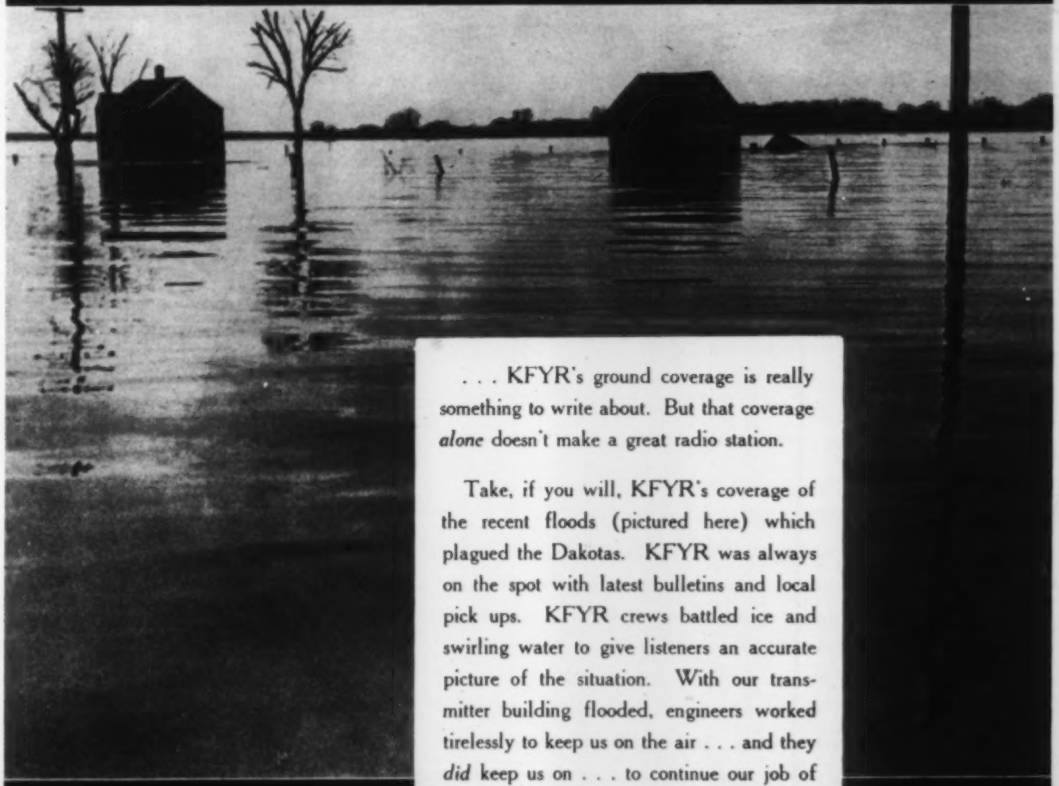
As the wire passes over the field it is charged with magnetic impulses and the sound is recorded through the principle of electromagnetic molecular rearrangement. The wire can be calibrated in terms of minutes or seconds and therefore can be very easily censored by merely splicing the wire in a way similar to the same operation in films. The recording can be played back instantaneously and the wire can be re-used by demagnetizing.

It is possible, Col. Kirby pointed out, to keep a running account of what was said on a bombing mission. The recorder is so light it can be used with 20 pounds of batteries enabling three continuous hours of recording. The recorder could be used anywhere in the world, he said, and has a number of military possibilities.

Col. Kirby spoke into an amplifier attached to the machine and then played back his remarks which were clearly audible to the audience.

Shipyard Spots

BETHLEHEM - ALAMEDA SHIPYARDS, Alameda, Cal., in an employment campaign tie-up, is sponsoring Sunday 1943 baseball schedule of Oakland (Cal.) team on KROW, in latter city. Home games are released direct from the ball park with out-of-town games being recreated broadcasts. Hal Parkes is sportscaster. Placement is direct.



Speaking of COVERAGE...

. . . KFYR's ground coverage is really something to write about. But that coverage *alone* doesn't make a great radio station.

Take, if you will, KFYR's coverage of the recent floods (pictured here) which plagued the Dakotas. KFYR was always on the spot with latest bulletins and local pick ups. KFYR crews battled ice and swirling water to give listeners an accurate picture of the situation. With our transmitter building flooded, engineers worked tirelessly to keep us on the air . . . and they *did* keep us on . . . to continue our job of informing and warning.

No wonder KFYR wields a powerful influence here in the Dakotas. KFYR is first in news and entertainment. And Northwest listeners *know* it.

KFYR *Bismarck*

550 Kilocycles • N. Dak. • 5000 Watts

W
B
N
X

New York City and Environs

2,000,000 or 15.4% of the population of Greater New York listen to **YIDDISH** radio programs

1,400,000 or 10.8% of the population of Greater New York listen to **ITALIAN** language programs

1,250,000 or 9.6% of the population of Greater New York listen to **POLISH** language programs

670,000 or 5.1% of the population of Greater New York listen to **GERMAN** language programs

250,000 or 2% of the population of Greater New York listen to **SPANISH** language programs

WBNX brings to this audience in its native tongue and in English, interesting entertainment; educational and musical programs, and the complete world-wide facilities of International News Service.

Appreciation of WBNX service is evidenced by the annual contract renewals of the largest national and local advertisers.

Winner of PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX
5000 Watts
New York City

We all are in it
BUY WAR BONDS!

Garey Demands Durr Provide Personal Data for Cox Probe

Letter Scolds FCC Commissioner for "Designedly Discourteous" Act in Publicizing Refusal

EUGENE L. GAREY, general counsel of the Cox Select Committee investigating the FCC, last Monday demanded that Commissioner C. J. Durr comply with the Committee's request for full information about his personal financial affairs. Mr. Garey, responding to the Commissioner's refusal to file a questionnaire submitted by the investigators, said the Committee had full power to obtain the information, and that it only remains up to Commissioner Durr "to determine the procedure."

The Garey letter roundly scolded the FCC Commissioner for a "designedly discourteous" action in making his refusal public before it was in the hands of the Cox Committee. "This is not the first instance where you have seen fit to advise this Committee as to how to procede with its work," Mr. Garey wrote. "In this attitude you occupy the unique position of being the only Commissioner who has chosen so to do."

Durr Answers

Commissioner Durr said he had answered the Garey letter, but refused to make his reply public, declaring he did not wish to prolong the controversy. The Commissioner is understood to have asserted his willingness to appear before the Committee, explaining that he did not wish to withhold information from Congress, but that he objected to certain Committee procedures which he said unnecessarily hampered the Commission.

Mr. Garey said the Committee had no desire to hamper the Commissioners in performance of their duties, and had adopted this informal method of gathering information for the advantage of the Commissioners. Commissioner Durr had defied Mr. Garey, advising that the Committee should refer to the Dept. of Justice any material in its possession justifying an investigation of his personal affairs. [BROADCASTING, April 26].

Text of Letter

Following is the text of the Garey letter:

My dear Mr. Commissioner:

It is to be regretted that your "reply" to my letter to you, dated April 20, 1943, should have been selected by you as a vehicle for public advice to this Committee, and its counsel, respecting the manner in which it shall perform the duties and responsibilities entrusted to it by the House of Representatives. Your action was evidently designedly discourteous since your letter to me was made public (through the facilities of press agents employed by the Commission) prior to its receipt by me.

This is not the first instance where you have seen fit to advise this Committee as to how it shall proceed with its work. In this attitude you occupy the unique position of being the only Commissioner who has chosen so to do. You are also the only Commissioner who has "defied" the Committee. Every other Commissioner has thus far fully cooperated with the Committee and supplied all data and other information sought by it.

Conserves Time

I reiterate what I have heretofore advised you: that I have adopted the procedure of seeking certain information from the Commissioners by letter instead of by examination before the Committee in order to conserve their time and minimize the burden upon them which this investigation might otherwise entail.

This Committee has no desire to unduly hamper the Commissioners in the performance of their duties. The practice adopted has this added advantage to you: the information thus submitted by you can be analyzed and sifted by the Committee's staff so that no unfair or unjustified suspicions may arise or any similar inferences be drawn from questions publicly asked which might indicate the possession of information by the Committee which prompted the questions.

The sole intent of this Committee is to fairly and impartially perform the work assigned to it; that not only is but will continue to be its purpose notwithstanding consistent studied efforts to make the contrary publicly appear.

Quotes FDR

Section 4(b) of the Communications Act provides, among other things, as follows:

> No member of the Commission or person in its employ shall be financially interested in the manufacture or sale of radio apparatus or of apparatus for wire or radio communication; in communication by wire or radio or in radio transmission of energy; in any company furnishing services or such apparatus to any company engaged in communication by wire or radio or to any company manufacturing or selling apparatus used for communication by wire or radio; or in any company owning stocks, bonds, or other securities of any such company; nor be in the employ of or hold any official relation to any person subject to any of the provisions of this Act, nor own stocks, bonds, or other securities of any corporation subject to any of the provisions of this Act. Such commissioners shall not engage in any other business, vocation, or employment.

Some of the questions which I have put to you (and which your press release states you refused to answer but which your letter does not) are designed to elicit information in respect of whether you have violated any of these provisions of law. Others are designed to see whether you meet the standards of stewardship laid down for public officers by President Franklin D. Roosevelt (when Governor of the State of New York) on Feb. 24, 1932.

For your ready reference I quote excerpts from Mr. Roosevelt's memorandum of that day, as follows:

> "The stewardship of public officers is a serious and sacred trust. They are so close to the means for private gain that in a sense not at all true of private citizens their personal possessions are invested with a public importance in the event that their stewardship is questioned. One of their deep obligations is to recognize this, not reluctantly or with resistance, but freely. It is in the true spirit of a public trust to give, when personally called upon, public proof of the nature, source and extent of their financial affairs.

The public policy thus so clearly stated was accepted by the people of the State of New York and in consequence a provision embodying that principle was incorporated in the Bill of Rights of that State in November, 1938, following a proposal submitted in that year by the Constitutional Convention. That provision (Ar Sec. 6) reads, as follows:

> No person shall be subject to be put in jeopardy for the same offense shall he be compelled in any criminal to be a witness against himself, ing, that any *public officer* who upon called before a grand jury to concerning the conduct of his the performance of his official duties, fuses to sign a waiver of immunity subsequent criminal prosecution, answer any relevant question such matters before such grand jury, be removed from office by the authority or shall forfeit his office suit of the Attorney General." (Add vote of people Nov. 8, 1938, effective 1, 1939.)

The philosophy enunciated by Roosevelt thereby became the mental law of the State of New A like requirement was approved the Supreme Court of California *Chrystal v. Police Commission of Francisco*, 92 Pac. (2d) 416.

Fails Test

I commend the entire text of Pre dent Roosevelt's admirable statem to your favorable consideration. I vite you to compare your position stated in your "press release" you had "refused to respond to questionnaire from the staff of Cox Committee covering (your) sonal and private financial affairs with the test laid down by Presid Roosevelt in his memorandum. rule has merited and met with una mous public acclaim and approv This comparison will demonstrate to your satisfaction your woeful ure to meet the accepted test of stewardship thus established.

I neither have nor desire to have personal controversy with you. I wo like to assume that you feel the way. We each have our allotted to perform. I much prefer to belie that your action was due entirely a mistaken and misguided judgm and that the purpose which motiva your action was not for the purp of seeking for yourself the availa immunity which the statute mig give you in the event that becau of your refusal the Committee, in exercise of its lawful powers, co pelled you to give such testimony fore it under oath and thereby covers evidence of criminality.

This Committee has ample law power to obtain from you the inform tion requested and it intends to will obtain the same. Hence I inv you to reconsider your ill advised hasty decision. It now remains for you to determine the proced which the Committee shall be pelled to adopt to secure the desi data. I must ask you again to furn the information which the Commit desires within a short day, faili which appropriate procedure to b about that end will be instituted.

Since you have seen fit to make lic your letter to me I shall do li wise in respect of this reply.

Reilly Joins Staff

HUGH REILLY, former assist attorney general of New York St has been appointed to the staff the Cox Select Committee inve gating the FCC, Eugene L. Gar general counsel, said last we Mr. Reilly served with the N York attorney general for 14 yea the last nine as chief of the Li gation Bureau of the Dept. of La A member of the New York since 1912, Mr. Reilly was a ca tain of cavalry, and later a maj of artillery in the first World W He was chief attorney of the Bo of Contract Adjustment, War De Claims Board before returning private practice at Albany, N. Mr. Reilly will be a senior attor with the Cox Committee.

PAUL WHITEMAN, musical dire of BLUE network, has been signed a role in the Warner Bros. film b on life of George Gershwin, compo

XUM

OST-WAR PLANNING in educational broadcasting as initiated at April 22 meeting, in Washington, of ederal Radio Education Committee. Seated (l to r): eorge P. Adair, FCC; R. R. Lowdermilk, director, cript and transcription exchange, Office of Education; arold B. McCarty, WHA, U. of Wisconsin, representg NAEB; Belmont Farley, director of public relaons, Nat'l Education Assn, substituting for Willard ivens; John W. Studebaker, U. S. Commissioner of ducation and Chairman of FREC; Gertrude G. roderick, Sec., FREC; Judith C. Waller, NBC; Levering Tyson, who is president of Muhlenberg College. Standing: Wm. D. Boutwell, director, information and radio, U. S. Office of Education; Tom Slater, MBS, substituting for President Miller McClintock; John Elmer, President, Baltimore Broadcasting Co.; Earl Gammons, CBS, substituting for Lyman Bryson; Dabney S. Lancaster, State Commissioner of Education, Va.; Bruce E. Mahan, U. of Iowa; Neville Miller, President, NAB; Harry B. Summers, BLUE Network; James E. Cummings, National Catholic Welfare Conference, substituting for Msgr. George Johnson.

Rosenbaum Letter Praises Philadelphia Union-Management Engineer Training

LETTER from Samuel R. Rosenaum, chairman of Philadelphia adio Station Managements, deribing the workings of the joint nion-management broadcast-techician training plan, was made pubc last week by Chairman James awrence Fly of the FCC. It reealed that nearly two thirds of e men trained in the first trial of e plan are already employed.

Explaining that the plan owes s structure, successful beginning nd practical achievements largely the ingenuity and persistence of harles C. Smith, a member of merican Communications Assoc. CIO), Eastern branch, Broadcast ocal No. 1, Mr. Rosenbaum deribed it in general as consisting f two departments, the practical nd the theoretical.

The practical department is open applicants who hold licenses from e FCC of a type which permits heir employment as technicians in roadcast radio stations, but who ck practical experience. Men seected were allocated among the ght Philadelphia stations particiating in the experiment so that hey received one week of practil training in each of the eight ations in turn, or 120 hours of ractical training over the eight eek course." Of the first group of ght so assigned, four have been laced in Philadelphia stations and e others in allied industries.

Draft Exempts Used

Selection of candidates for this epartment was on the basis of emoyment in non-essential industries nd of draft classifications making em ineligible for Selective Serve call. Applicants for the theory aining were selected on the same sis, plus their adaptability to the ork of broadcast technicians and illingness to accept employment proffered upon successful completion of the course, and holding no FCC licenses of any kind.

The first theory classes began on Jan. 4, 1943, and ended fourteen weeks later with a group of 26 completing the sessions, which consisted of two hours' laboratory and two hours' lecture work five nights a week. Fourteen of these men are already employed, eight of them in Philadelphia stations. Remainder of the original 29 students are now eligible to take examinations for an FCC license and become eligible for the practical department of the course.

Local and Federal authorities and the broadcast stations cooperated in making the theory classes possible by combining to make available the necessary physical facilities, including equipment, books and instructors. The course, in Mr. Rosenbaum's opinion, is producing results in 22 to 24 weeks comparable to results shown by many other war training courses in one to two years.

New Zenith Officers

FOUR new officers of the Zenith Radio Corp., Chicago, were elected at the last meeting of the board of directors, it was announced by Com. E. F. McDonald, Zenith president. G. E. Gustafson, chief engineer and assistant vice-president, has been elected vice-president in charge of engineering; R. D. Burnet, controller and assistant treasurer, has been elected secretary. Carl E. Hassel, engineering executive, and J. E. Brown, engineering specialist in television and frequency modulation, have been elected assistant vice-presidents.

Agency's 10th Anniversary

MURRAY BREESE Associates of New York, among the first agencies to see the medical and ethical drug field as a separate market, celebrates its tenth anniversary. Agency, which has offices in St. Louis and Chicago, stresses valid advertising claims and leans toward conservatism in addressing the medical field. Professional accounts serviced include Parke Davis & Co.; Ciba Parmaceutical Products, Inc.; Bristol-Myers Co.; William R. Warner & Co.; Mallinckrodt Chemical Works; Singer Sewing Machine Co., and Cocomalt.

'Chicago Sun' Sponsoring

SOUND-O, a new listener contest program, is sponsored by the *Chicago Sun* in a circulation drive starting May 10. Program, a Monday-Friday half-hour on WBBM, at 10:45-11:45 p.m., with Don McNeill as m.c., will award $1,000 weekly to listeners identifying various sounds. Promotion will be strongly merchandised with newspaper ads, car cards, and contest blanks inserted daily in the *Sun*. The program is directed by Frank Ferrin, radio director of Leo Burnett Inc., agency.

Displays for Sponsors

INDIVIDUAL window displays for each of eight sponsors were prepared by KSO, Des Moines, as special promotion for its participating woman's program, *Betty Wells Women's Club*. According to John Drake, sales promotion manager, the window cards featured picture of Betty Wells and name of the sponsor in each case as well as program, time and station, and each card was styled to the sponsor. Cards were taglined with the name of the preceding program (*Breakfast at Sardi's*). All went on display simultaneously.

The RIGHT INTRODUCTION smooths the way

Take advantage of WMBD's unique position of leadership in rich Peoriarea—it gives your product a confidence-building introduction by an old and trusted friend. WMBD is close to the family circle of the homes in 17 of Central Illinois' richest agricultural and industrial counties.

The RIGHT Introduction

Recently completed 36955 call survey by Robert S. Conlan and Associates shows impressive coverage; WMBD delivers the Peoriarea market as no other medium can.

MORNING LISTENERS IN *Peoriarea!*

65.5% — WMBD
11.0% — Station "A"
5.7% — Station "B"
9.1% — Station "C"
3.8% — Station "D"
4.9% — All Others

Afternoon and evening surveys also show WMBD's dominance

HEART OF ILLINOIS

WMBD

PEORIA, ILL.

FREE & PETERS, Inc.
Exclusive National Representatives

Call Free & Peters or Write WMBD for copy of complete Conlan Survey

★ ★ ★

WMBD is a member of CBS

BILLINGS TO SCRANTON, they like to hear a good story from one of the boys now in the Army (l to r): Ed Yocum, KGHL, Billings, Mont.; George Coleman, WGBI, Scranton; Major Howard Peterson (formerly WOW Omaha); Len Nassman, WFMJ, Youngstown; James MacPherson, KOA, Denver.

Paley Urges Better Programs

(*Continued from page 11*)

patronage of national advertising when we speak, rather grandly perhaps, of general management closely supporting and working with program management.

They may point out that with them general manager, program manager, sales manager and sometimes chief engineer are one and the same man. However, the plight of certain of these small stations is a separate industry problem which in no way should lessen our general concern about programs.

That such interest by top management in programming is on the increase is proven by the discussions of these problems by meetings such as this present NAB War Conference. It is significant I think, that the NAB has this Spring formed its first program manager's committee.

A year ago, we were told at our Cleveland convention that the United States Government asked of broadcasting not simply a donation of hours and minutes of radio time, but beyond that, the all-out support of the creative energy and brains of the entire industry. We had the benefit of a fairly explicit statement of expectations. In effect, we were told as an industry "Continue the good work. Continue to present programs to keep the American people informed of their problems and responsibilities in global warfare. Continue to provide wholesome entertainment for the American people in a time of travail."

Mr. MacLeish, then the head of OFF, disavowed any wish of the Government to dictate the content of war-time programs. Mr. Elmer Davis has made this just as clear. The government recognized the effective partnership of broadcasters, sponsors and advertising agencies and in this recognition most of us clearly understood that the Government had placed upon the radio industry a major responsibility.

Our skills and abilities were acknowledged. Our good will and patriotic zeal were acknowledged. Here was indeed a gigantic challenge to private business. And please note again, it was a challenge in terms of radio programs.

Outstanding Programs

In general, we have a right to feel some gratification with our program achievements in the war. We were still stunned and bewildered by Pearl Harbor early in December 1941, when Norman Corwin's now famous program *We Hold These Truths* gave the whole country a vivid lesson in the power of radio to inspire in the hearts of Americans an almost religious-like re-discovery of the meaning of our Bill of Rights. Since then, thousands of individual broadcasts and scores on networks and local stations alike have been of incalculable assistance to the better understanding and prosecution of the war. It would be unfair among so many worthy of mention to single out individual stations that have done highly imaginative war work in relation to community problems. Suffice that various citizen groups and indeed many government spokesmen have already been generous in their recognition of what local stations have done for the war.

Similarly, many network programs, both sponsored and unsponsored, have attracted high praise. For example, *The Murder of Lidice* on NBC, *The Gracie Fields United Nations Salutes* on the BLUE, *The Nature of the Enemy* on Mutual, and *The Man Behind the Gun* on Columbia. I am sure no disparagement of those I do not mention will be implied if I recall that during 1942 such sponsored programs as *Fibber McGee & Molly*, *The Aldrich Family*, *Kate Smith*, *Fred Allen*, *Rex Stout*, Etc., Etc., have struck resounding blows for the more efficient working, and the eventual triumph, of democracy.

But we broadcasters are not, I take it, holding this special 1943 War Conference to inventory what we have done in the past year to help the Government and the people of the United States. Rather, we are here to consider what more we can do to help win the war. We are wise to avoid complacency as an industry. Our record is good, but we want to make it better.

Radio Writing

In emphasizing the importance of the radio programs as such, and of the special need at this time for top management to interest itself in programming, I should like to add that I am definitely not suggesting that this is a need that will in any sense end with the war. We cannot know the precise nature of the world or of the United States when the war finally ends and peace is reestablished. How long the fight lasts, how much costs in blood and wealth, how i telligent will be the re-organi tion work which must follow vi tory are all unknown victory equ tions. But we do have a right anticipate many changes. The will be new dynamics in busine culture and politics. Radio write and radio directors will certain need to be far better informe men and women than they need to be in the past.

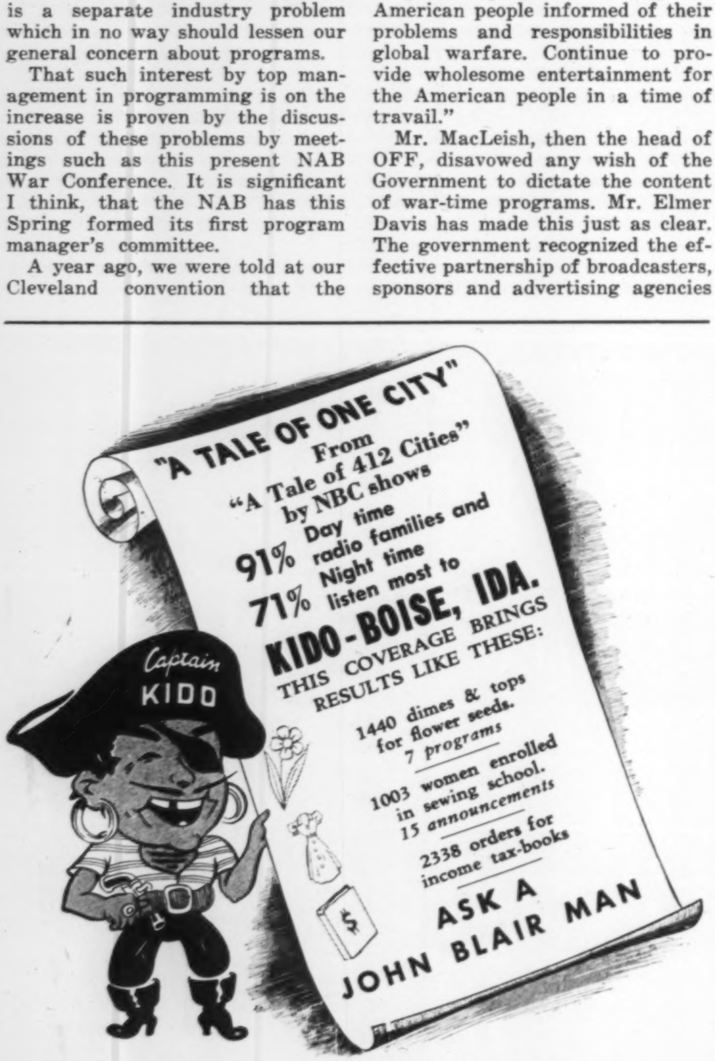
It was a sense of this impend ing challenge that impelled us set up at Columbia about a yea and a half ago a post-war pla ning division. Every Friday f the past months a group of pr gram department executives h met for two hours with our pos war planning staff to satura themselves in knowledge of wh is being said and thought abo the future by the best minds many fields such as science, indu try, education and public affair

I would now like to say a fe words about the special importan of radio writing itself. The scri is, after all, the basic raw materi of a program. Too often in the pa radio writing has been taken f granted. Too little effort has be made to analyze the essence of e fective radio writing. The elev tion of script standards, the cre tion of a tradition, and a habit using the best writing talent shou be definite long range objectives all program departments.

The same striving for perfecti should of course, prevail in other branches of programmi Production, direction, casting, m sic, program ideas, education, ne are among the important phases the total program effort. Elev ing standards and striving for n fields to conquer in all of th must be the spirit of radio if are to take advantage of our gr

Gaines Acquired

GENERAL FOODS Corp., Ne York, has acquired Gaines P Co., producers of dog foods, w plants in Sherburne, N. Y., a Chicago Heights, Ill. The compa will operate as a separate divis of G-F, continuing under the ma agement of Clarence F. Gai president. Firm supplies food f dogs in various branches of mi tary service, as well as for civi ians' dogs. Products are Gai Meal, and Gaines Krunche Agency is Wendel C. Meunch & C Chicago. Media plans are not avai able for the present.



What's Outstandin
in KANSAS CIT
SEE BACK INSIDE COV
Department Stor
Makes Radio Histor
SEE BACK INSIDE COV

opportunities and discharge our great obligation to the American people.

It has been seriously argued by some that because the overall radio schedule, unlike any other medium of information or entertainment, is filled to a considerable extent by the advertising agent acting for the advertiser, the need for strong program organizations is diminished. That, I state, is a complacent attitude — almost one of resignation. For its own self-respect radio must be ready to do as good a job in creating programs as anyone else. Or a better job.

I think we have taken the easy course too long. I am not advocating that the contribution of the outside advertising producer be reduced. I think we owe, and I here gladly pay generous tribute to, the creative gifts which advertising agency program builders have brought to our medium. They shortened by years the course we would otherwise have had to travel without their skill and showmanship.

What I want to see now is a change in our own stature and prestige as program builders. I want the advertisers, and his agent, to lean on us more than they have, and I am convinced that they will, whenever they are invited to do so by a broadcaster with a strong program building organization which has a record of accomplishment behind it.

Let us remember, too, that we are broadcasting programs for at least 16 hours a day. In some cases, large sections of this time are filled with sustaining programs. Every minute of this time is important, and should be filled to the best of our ability and to the limit of what in each case is sound economics. The stronger the program organization, the greater support it gets from top management, the more effective will be the job which it is doing in filling these important periods.

Coming back to the advertiser and his agent, and with full recognition of the important part they have played in the development of radio, I feel we are sometimes persuaded by them to arrangements which will not stand up to what should be the best practices in serving our public.

"Resist Pressure"

The advertiser sees in radio one of the most valuable and effective means of reaching his market. He has no desire to harm radio. However, at times, what may be productive sponsorship, or what may seem like productive sponsorship, may not be compatible with high broadcasting standards.

It may be a commercial which hammers too hard, it may be a program in questionable taste, it may be a spot announcement that is too long and in the wrong place, it may be the wrong time on the schedule for a certain kind of show. I think we all know what is good broadcasting and what is obviously bad broadcasting.

WAAC RECRUITING program on KARK, Little Rock, Ark., is handled by First Officer Martha Rector (left), recruiting officer for the Arkansas district, and Auxiliary Glenna Curry. Both girls have background in radio dramatics. Heard daily 9:05-9:10 a.m. and for a quarter-hour Saturday afternoons, *A Word for the WAACs* has been credited with heavy enlistments.

Broadcasters should not seek or encourage business of the wrong kind. They should resist the pressure which is often put on them to accept it. In doing so, they will also be serving the large majority of advertisers whose own interests would be damaged if our medium suffered.

I know that such resistance is not always easy, especially when the competitive forces between rival broadcasters are at play, or when a broadcasting organization is having difficulty making both ends meet. However, the resistance to lowering standards and the maintenance of policies aimed to serve the radio audience effectively and in good taste are bound to bring their rewards. I do not know of a single broadcaster who has stood his ground well, or a single advertiser whose use of our medium has been far-sighted, who will not testify to that statement.

The life blood of American radio is an awareness on the part of the radio broadcaster that his first duty is to serve the best interests of the people and the nation. That awareness is a springboard for action and the action consists of programs designed to inform, to entertain and to educate the people of this country. We, by this definition, have served them better than radio has served any other people in the world.

But our people expect this—and why shouldn't they? In no other place has radio the degree of freedom or the scope of incentive, nor has it faced the critical demands of so vast and so vital an audience as here in our country.

And because our public has taken for granted what they so far have received, they will demand constant improvement. We must never, in the light of our past achievements, become smug or self-satisfied. In our short history, we have perfected many of the tools, we have gained valuable experience, we have gone far toward building a sound economic base. It is up to us now to concentrate on and to develop to its fullest possibilities the art of broadcasting—that is, the radio program. Our future freedom, our future rewards, our future satisfaction, will depend on how well we do this.

Davis Defends the OWI During Chicago Session

PROTESTING implication that his staff is full of draft dodgers and lambasting critics for not giving careful investigation before offering censure, Elmer Davis, director of the OWI, at a press conference on opening day of the NAB War Conference, declared these men have been engaged for their specific talents. Many are from radio and others from newspapers.

He said that between 60 and 70 persons have been deferred on request of the OWI with about 20 more deferments for essential men currently pending. They consist chiefly of technicians or engineers essential to shortwave and also language experts. He further revealed that there are some 300 persons on overseas duty.

"Every man on overseas duty is there because his draft board thinks he is doing an essential job," Mr. Davis said. "They are more useful in their present assignments than in the Army. Despite implications to the contrary, it is no disgrace to be working for the Government." Mr. Davis pointed out that men on OWI overseas duty are also taking chances under fire. Many, he pointed out, are doing first line propaganda, serving local press and radio in Africa and other theatres of war. He cited attacks on the OWI as "due to mistaken understanding and others to politics."

Mr. Davis was the luncheon speaker at Tuesday's session, but his remarks were off the record.

Street for KCKN

GABBY STREET (The Old Sarge), former major league catcher and manager, will handle the baseball broadcasts of the Kansas City Blues on KCKN, Kansas City, according to Ellis Atteberry, manager. Games are sponsored this year by Stephano Bros., Philadelphia (Marvel cigarettes), through Aitkin - Kynett, Philadelphia.

WAR WORKERS
IN
POCATELLO, IDAHO?
YOU BET!

Population - Payrolls
Retail Sales
ALL UP

KSEI

Coverage UP goes -as frequencies come DOWN

..and WAGA is FIRST on the Dial in Georgia!

590 KC.

WAGA
Atlanta
A FORT INDUSTRY STATION

5,000 WATTS
DAY & NIGHT

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY

Agencies

TOM HARRINGTON, and Gordon Cates, vice-presidents as well as radio director and account executive, respectively, of Young & Rubicam Inc., New York, currently are in Hollywood for conferences covering replacement show for the weekly NBC *Tommy Riggs & Betty Lou*, sponsored by Lever Bros. (Swan soap). Riggs' temporary draft deferment expires shortly.

LEONARD HOLTON, radio writer, has joined the talent department of Young & Rubicam, New York.

ALICE DOWD, fashion merchandising and publicity counsel, closed her New York offices last week to join the publicity dept. of J. Walter Thompson Co., New York.

South Texas' RADIO PACKAGE
KMAC SAN ANTONIO
KEYS CORPUS CHRISTI
KPAB LAREDO
KGBS HARLINGEN

Primary coverage of four prosperous markets in one, at small cost. That, wrapped up in one package is what this great combination gives you. Your account handled by each station, working closely with retailers and wholesalers in each area, plus maximum coverage of the entire, rich South Texas market in one bundle!

4 Stars on Your Profit Horizon

★ KMAC · San Antonio
★ KEYS · Corpus Christi
★ KGBS · · Harlingen
★ KPAB · · · Laredo

MORE PRIMARY COVERAGE OF THIS RICH MARKET THAN ANY OTHER STATION OR GROUP

Write, Phone or Wire Collect for Market Information, Rates, Primary and Secondary Coverage, and Merchandising Plans

HOWARD W. DAVIS
NATIONAL BANK OF COMMERCE BLDG
SAN ANTONIO, TEXAS

Tatham to N. Y.

ARTHUR E. TATHAM, vice-president and manager of the Chicago office of Young & Rubicam, New York, about May 15 will become vice-president and contact supervisor in the New York office. John F. Whedon, formerly executive vice-president in charge of the Chicago office of Lord & Thomas, and previously head of that agency's San Francisco office, will take over Mr. Tatham's duties in Chicago.

HERBERT FRANK, former New England manager of the Advertising Bureau Inc., has joined Hirshon-Garfield, Inc., Boston, as account executive.

TO HANDLE advertising, research and marketing in the Negro field, David J. Sullivan, Negro market consultant formerly located in Brooklyn, has opened new offices at 545 Fifth Ave., New York. Service includes advice on radio advertising and scripts.

J. M. MATHES Jr., account executive of J. M. Mathes Inc., New York, and son of the agency's president, has received an indefinite leave of absence to join the Naval Reserve as an ensign. Harvey L. Rohde, account executive, has also been commissioned an ensign.

DORATHEA DUNCAN, former publicity director of Kenyon & Eckhardt, New York, has joined the Marine Corps Women's Reserve, and is in officers' training camp, at South Hadley, Mass.

DANA BAIRD, former special national sales representative in Chicago for WOV, New York, WORL, Boston, and WPEN, Philadelphia, has joined the media department of the Compton Agency, New York.

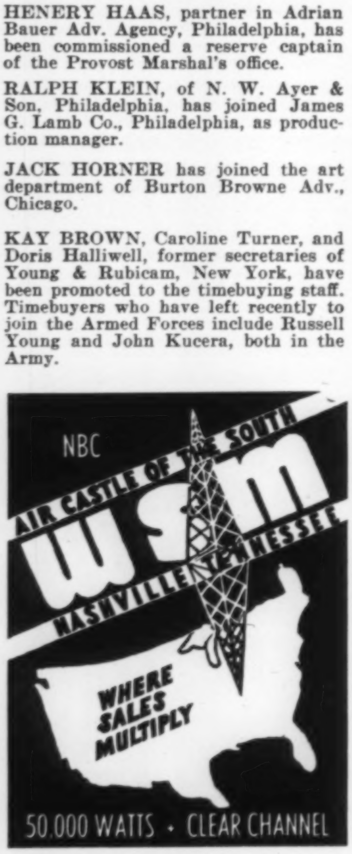
BROOKE, SMITH, FRENCH & DORRANCE, New York, have moved offices from 347 Madison Ave. to 52 Vanderbilt Ave. Telephone number, Murrayhill 6-1800, remains the same.

HENERY HAAS, partner in Adrian Bauer Adv. Agency, Philadelphia, has been commissioned a reserve captain of the Provost Marshal's office.

RALPH KLEIN, of N. W. Ayer & Son, Philadelphia, has joined James G. Lamb Co., Philadelphia, as production manager.

JACK HORNER has joined the art department of Burton Browne Adv., Chicago.

KAY BROWN, Caroline Turner, and Doris Halliwell, former secretaries of Young & Rubicam, New York, have been promoted to the timebuying staff. Timebuyers who have left recently to join the Armed Forces include Russell Young and John Kucera, both in the Army.



INTERESTS IN COMMON were many when this Foote, Cone & Belding executive quartet gathered for Hollywood conferences during West Coast visit of Emerson Foote, president of the agency, in late April. Five-of-a-kind (l to r) are William J. Pringle, Los Angeles vice-president; Mr. Foote; Don Belding, Los Angeles manager and chairman of the board; Eugene I. Harrington, New York V.P.; Robert Freeman, Los Angeles V.P.

Joins Donahue & Coe

EDWARD J. FITZGERALD, vice-president and director of radio of Erwin, Wasey & Co., New York, will join Donahue & Coe, New York, in a similar capacity June 1. He replaces Bert D. Prager, who resigned over a month ago, and was scheduled for induction in the Army May 1 [BROADCASTING, April 26]. Prior to joining Erwin, Wasey & Co., Mr. Fitzgerald spent three years in Washington as director of the NAB bureau of copyrights. He was formerly assistant general manager of WLW, Cincinnati.

Mr. Fitzgerald

B & B's Free Course

TO ENABLE its women employes in non-skilled work to take on more advanced and better paid work within the organization, Benton & Bowles, New York, is offering them a complete six - to - eight months' secretarial course at the Delehanty Institute, New York. The young women, employed in clerk and similar non-secretarial positions have taken advantage of the offer 100% and will spend two evenings a week learning typing and shorthand at the agency's expense.

DON BERNARD, Hollywood producer of the weekly CBS *Blondie* program, sponsored by R. J. Reynolds Tobacco Co. (Camel), has taken over duties of William R. Moore, West Coast manager and radio director of William Esty & Co. Moore has been commissioned a lieutenant (j.g.) in the Naval Reserve.

WILLIAM ROWLAND MOORE, West Coast manager of William Esty & Co., Hollywood, has been commissioned a lieutenant (j.g.) in the Naval Reserve and will be assigned to the aviation division.

WILLIAM M. PRICE recently was appointed production manager and space buyer of Barnes-Chase Co., San Diego. Before coming to the West Coast he was associated with Auspitz & Lee, Chicago agency.

DAVE BOTSFORD recently took leave of absence from the San Francisco offices of Botsford, Constantine & Gardner, advertising agency, to join the San Francisco office of the Overseas Branch of OWI.

TOWN HALL TOPIC AROUSES PROTEST

GEORGE A. BLACKMORE, chairman of Westinghouse Air Brake Co., resigned as head of the Pittsburgh "Town Meeting" Committee in protest over the subject chosen for last week's discusion on *America's Town Meeting of the Air*, broadcast last Thursday on the BLUE from Syria Mosque in Pittsburgh.

Feeling that the topic, "Should the President of the United States Have a Fourth Term?" was a trial balloon by advocates of another term for President Roosevelt led to the resignations of Mr. Blackmore and Dr. James H. Greene, executive vice-president of the Pittsburgh Chamber of Commerce, according to reports from Pittsburgh.

In resigning, these committeemen withdrew the funds they had collected for the meeting, but the remainder of the committee carried on under the leadership of Mrs. U. Grant Miller, raising the money necessary to cover the local expenses, including the rent of the hall, line charges to the network and nominal incidental expenses, the total estimated by George V. Denny Jr., president of Town Hall and moderator of the program, at "considerably less than $800." Original committee had raised $1,600, which Mr. Blackmore is reported to have turned over to the USO.

WHAM on NBC Basic

WHAM, Rochester, N. Y., became a member of NBC's basic network on May 1. Owned by Stromberg-Carlson Mfg. Co., WHAM operates on 1180 kc., a clear channel, with 50,000 watts, NBC's 25th 50 kw. affiliate. A member of the BLUE from the time when that network was owned by NBC, WHAM has been available to NBC advertisers subject to a 28-day recapture clause. It now becomes immediately available on a permanent basis to all NBC clients presently using it and will be made available as soon as possible to the remaining NBC advertisers.

GREGOR ZIEMER, WLW news commentator, has signed a contract for a new book, to be released in the late autumn. Ziemer's *Education for Death* was for months a best-seller; and was the basis for the RKO movie "Hitler's Children."

Radio Advertisers

FOSTER, MILLER & BIERLY, Philadelphia (Goodrich tire dealers), forced to give up its six-year-old news program because of tire rationing, has returned to the air now that recapped tires are available again. Carrying on where it left off last year, the firm has scheduled a daily quarter-hour news program at 8 a.m. on WFIL, Philadelphia. Agency is Philip Klein, Philadelphia.

FOUR midwestern stations, KSO, Des Moines; WMT, Cedar Rapids; WNAX, Yankton, and KOWH, Omaha, are broadcasting American and National league baseball on Saturdays only this year instead of daily. Scores will be reported daily, however, under sponsorship of Supreme Baking Co.

WEEI, Boston, adds Sudbury Laboratories (Soil Tester) to the participation, *Farmers' Almanac of the Air*, three times weekly. Agency is Bresnick & Solomont, Boston.

ALLEN B. Du MONT Laboratories, Passaic, N. J., has begun an institutional advertising campaign on postwar Du Mont television apparatus and electronic equipment. Campaign will run for 12 months, with monthly pages in five class consumer publications, prepared and placed by Buchanan & Co., New York.

IMPERIAL TOBACCO SALES Co. of Canada, Montreal (Vogue cigarette tobacco), has started twice-weekly quarter-hour transcribed comedy program *Crosstown Service* on 13 Canadian stations. Account was placed by Whitehall Broadcasting, Montreal.

EMPIRE WALL PAPERS, Toronto, has started announcements on four Canadian stations. Account was placed by A. McKim Ltd., Toronto.

MIRIELLE Inc., Montreal (beauty products), has started *Beauty Counsellor* thrice-weekly on CFRB, Toronto. Account was placed by General Broadcasting, Montreal.

P. F. PETERSEN BAKERIES, Omaha, is placing one-minute transcribed announcements on stations in Nebraska and Iowa. Announcements were cut by the Chicago studios of Columbia Recording Corp., and produced by W. E. Long Co., Chicago. Agency is Allen & Reynolds, Omaha.

WCKY, Cincinnati, has sold the OWI series *Uncle Sam* to the Norfolk & Western R. R., which has bought the program on 11 other stations in Ohio, West Virginia, Virginia, and North Carolina.

TURCO PRODUCTS, Los Angeles (cleaner), in a two month campaign starting early in April, is sponsoring a daily quarter-hour morning newscast on KFMB, San Diego, Cal., and thrice-weekly participation in *The Good Neighbor* on KGER, Long Beach, Cal. Both Contracts are for 8 weeks. Firm is also concluding a four weeks schedule of daily announcements on KPRO, Riverdale, Cal. In addition, the company on May 11 renews for 13 weeks the thrice-weekly quarter-hour transcribed musical program, *Smile in the Morning*, featuring Mark Breneman on KECA, Los Angeles. Other Southern California radio is contemplated. Warren P. Fehlman Adv. Co., Los Angeles, has the account.

MANUFACTURERS TRUST Co., New York, has added announcements on WOR, New York, to its schedule on WJZ and WMCA, New York, promoting its banking services. Contract is for 26 weeks starting May 2, and was handled by McCann-Erickson Inc., New York.

CREAM OF what's in the news is broadcast on WWJ, Detroit, by the Michigan Milk Producers Assn. Appropriately, the program is titled *Cream of the News*. Present at contract signing for the fifth consecutive year are Carl Houghton Chapman, president, Chapman Adv. Agency; Austin Grant, WWJ newscaster; Anse H. Dafoe, chairman advisory committee of Michigan Milk Producers Assn.; Irving Pickford, assistant secretary of milk producers; Harry W. Betteridge, salesmanager of WWJ; Howard F. Simmons, secretary-manager of association.

TEXACO will sponsor baseball scores nightly at 6 p.m. on KGGF, Coffeyville, Kan. Sports announcer Dick Campbell will handle.

"FROM Dublin to New York," quarter hour feature every week-day at 1:45 p.m., on WEVD, New York, will be continued, according to announcement of the Joseph Jacobs Market Organization. Pepsodent sponsors.

INDEPENDENT DRUGGISTS of California, San Francisco, on May 3 starts thrice-weekly sponsorship of the five-minute transcribed program, *Leaders of United Nations*, on KHJ, Hollywood, and on KYA and KSAN, San Francisco. Contract is for 52 weeks. Firm also sponsors a five-weekly quarter-hour morning newscast on KFWB, Hollywood. W. C. Jeffries Co., Los Angeles, has the account.

42 PRODUCTS Inc., Los Angeles (toiletries), on May 7 starts sponsoring a weekly transcribed musical program, *Time Clock*, on KECA, Los Angeles. Contract is for 52 weeks. Firm also sponsors a schedule of 45 announcements weekly on KHJ, Hollywood, and 13 announcements per week on KFSD, San Diego, Cal. Hillman-Shane-Breyer Inc., Los Angeles, has the account.

LANGENDORF UNITED Bakeries, San Francisco (Holsum and American Meal bread), recently started for 52 weeks, *The News—and You*, news discussion program with Carroll Hansen and Phil Wood, five times weekly on KQW, San Francisco. Agency is Erwin, Wasey & Co., San Francisco. The account was handled by Louis Honig.

BETHLEHEM-ALAMEDA Shipyards, Alameda, Cal. (for employment), has started sponsorship of all Sunday baseball games of the Oakland team of the Pacific Coast Baseball League on KROW, Oakland. The games are described by Hal Parkes.

Theatres Buy Time

SELECT THEATRES Corp., New York, which has bought occasional spot time to promote Broadway plays, has signed a 52-week contract with WJZ, New York, for five spot announcements weekly starting April 26 with announcements for "Ziegfeld Follies," and "Sons O' Fun". Agency is Blaine-Thompson Co., New York.

REGAL AMBER BREWING Co., San Francisco (Regal Pale beer), recently renewed for 52 weeks its program *Light and Mellow*, weekly half-hour variety program featuring Armand Girard and changed the broadcast night from Wednesday to Saturday, on KPO, San Francisco. Agency is M. E. Harlan Adv., San Francisco.

Schraffenberger Heads Boyle, Midway Chemical

STREIDER Schraffenberger, formerly vice-president and general manager of A. S. Boyle Co. and Midway Chemical Co., subsidiaries of American Home Products Corp. in the household products field, has been elected president of the two companies, according to Alvin C. Brush, chairman of the corporation. Mr. Schraffenberger succeeds Walter F. Silbersack, president of the two companies for years, who has been elected to the newly created post of chairman of both Boyle and Midway. Mr. Silbersack is also vice-president of American Home Products in charge of all advertised products, most of which are advertised extensively on the air, using both network and spot radio.

Other promotions announced by Mr. Brush included the election of Ralph J. Hartman, Chicago division manager, as a vice-president of Midway, and of Louis G. Feirtag, Cincinnati division manager, as a vice-president of Boyle. Ross Covert, Pacific Coast manager for both companies, was also elected a vice-president of Boyle.

Electrical Counting

A MONOGRAPH on electrical counting, with special attention to the alpha and beta particles, is available through the MacMillan Co., Cambridge University Press Dept., New York. Written by Dr. W. B. Lewis of Cavendish Labs., the book was originally published in England. Called *Electrical Counting*, it treats ionization, amplifying circuits, energy determinations among other topics. ($2.50).

FACTS ARE THE HINGES OF PROGRESS!

KEEP THEM STRAIGHT
BY DIRECT RECORDING

AIR CHECKS—A Few Cents An Hour...Up to Two Hours On a Record

The CGS Portable Reference Recorder, widely used by the Army, Navy and Air Forces in control towers, training programs and for administration, also meets the needs of radio stations, for—

- Air Checks • Listening in • Research • Auditions
- Rehearsals • Conferences • Wire line conversations

It records 62 minutes on each side of a paper-thin plastic disc, which may be played back several hundred times. Discs may be filed like letters, or transcribed into the written word.

One radio station, mindful of the frequent demands of the FCC, uses CGS to make round-the-clock reference records of all its operations. Wire or write for full information.

Frank Rieber, Inc.
CGS
MANUFACTURING ENGINEERS
11916 West Pico Boulevard • Los Angeles, Calif.

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WKZO, Kalamazoo-Grand Rapids

Paul F. Beich Co., Bloomington, Ill. (Whiz candy bar), 4 *ta*, 13 weeks, thru Kane Adv., Bloomington.

DePree Chemical Co., Holland, Mich. (Monocaps), 5 *ne*, 5 *ta* weekly, thru Roche, Williams & Cunnyngham, Chicago.

Drewry's Ltd., South Bend (beer), 2 *t* 13 weeks thru R. A. Moritz Co., Davenport, Ia.

P. Duff & Son, Pittsburgh (waffle mix), 4 *sa* 13 weeks, thru W. Earl Bothwell, Pittsburgh.

Ex-Lax Inc., Brooklyn, 5 *ta* 26 weeks, thru Joseph Katz Co., N. Y.

Carter Products, New York (Arrid), 3 *ta* 52 weeks, thru Small & Seiffer, N. Y.

Foley & Co., Chicago (proprietary), 6 *sa* 26 weeks, thru Lauesen & Salomon, Chicago.

Kellogg Co., Battle Creek (Pep), 5 *t* 26 weeks, thru Kenyon & Eckhardt, N. Y.

Lazy White Rouge, Chicago, 5 *sa* 4 weeks, thru Harry Atkinson, Chicago.

Murphy Products, Burlington, Wisc. (feed), 5 *sp* 13 weeks, thru Wade Adv., Chicago.

Northern Mutual Casualty, Chicago, 5 *ne* 26 yeeks thru Standard Adv., Chicago.

Pillsbury Flour Mills, Minneapolis, 5 *ta* 13 weeks, McCann-Erickson, Minneapolis.

Plough Inc., Memphis (Penetro), 3 *ta* 6 weeks, thru Lake-Spiro-Shurman, Memphis.

Plough, Inc., Memphis (St. Joseph Aspirin), 4 *ta* 26 weeks, thru Lake-Spiro-Shurman, Memphis.

Procter & Gamble Co., Cincinnati (Ivory Flakes), 2 *sa* 52 weeks, thru Compton Adv., N. Y.

Rohm & Haas, Philadelphia (insecticides), 3 *sa* 26 weeks, thru Newell-Emmett Co., N. Y.

Martin Rosenberger Wallpaper, Kalamazoo, 4 *sa* 13 weeks, thru Walter Haehnle, Cincinnati.

Dr. Salsbury's Labs., Charles City, Ia. (poultry products), 2 *ta* 13 weeks, thru N. A. Winter Adv., Des Moines.

Standard Oil of Indiana, Chicago, 6 *ta* 26 weeks, thru McCann-Erickson, Chicago.

United Insurance Co., Chicago, 5 *ne* 13 weeks, thru J. B. Stewart Agency, Chicago.

Terre Haute Brewing Co., Terre Haute (beer), 1 *t* 13 weeks, thru Pollyea Adv., Terre Haute.

KECA, Los Angeles

Southern California Telephone Co., Los Angeles (communication), 52 *sa*, 52 weeks, thru The Mayers Co., Los Angeles.

Federal Life & Casualty Insurance Co., Los Angeles (insurance), 3 *ne* weekly, 52 weeks, thru Donald A. Rose Agency, Beverly Hills, Cal.

42 Products Inc., Los Angeles (toiletries), weekly *sp*, 52 weeks, thru Hillman-Shane-Breyer, Los Angeles.

Van de Kamp Holland-Dutch Bakers, Los Angeles (bakery products), 5 *ne* weekly, 52 weeks, thru California Adv. Agency, Los Angeles.

Langendorf United Bakeries, San Francisco, 6 *sa* weekly, 48 weeks, thru Ruthrauff & Ryan, San Francisco.

McFadden Publications Inc., New York (*True Story*), 52 *sp*, 52 weeks, thru Raymond Spector Co., N. Y.

WJZ, New York

Select Theatres Corp., New York (plays), 5 *sa* weekly, 52 weeks, thru Blaine-Thompson Co., N. Y.

Esquire Inc., Chicago (*Coronet*), 19 *sa*, *ta*, 6 days, thru Schwimmer & Scott, Chicago.

Larus & Bros. Co., Richmond (Edgeworth pipe tobacco), 3 *sa* weekly, 52 weeks, thru Warwick & Legler, N. Y.

Foster-Milburn Co., Buffalo (Doan's pills), 3 *sa* weekly, 52 weeks, thru Street & Finney, N. Y.

WSGN, Birmingham

Planters Nut & Chocolate Co., Wilkes-Barre, Pa., 6 *ne* weekly, thru Goodkind, Joice & Morgan, Chicago.

Plough, Inc., Memphis (St. Joseph Aspirin, Penetro), 14 *ta* weekly, thru Lake-Spiro-Shurman, Memphis.

Lever Bros., Cambridge, Mass. (Rinso, Vimms), 10 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

J. Strickland Co., Memphis (hair dressing), 3 *sa*, 3 *t* weekly, thru O'Callaghan Adv., Memphis.

U. S. Tobacco Co., New York (Rooster Snuff), 15 *ta* weekly, thru Arthur Kudner, N. Y.

Wilson & Co., Chicago (meat), 5 *ne* weekly, thru U. S. Adv. Co., Chicago.

Allied Drug Products, Chattanooga (Triena), 3 *t* weekly, thru Liller, Neal & Battle, Atlanta.

American Home Products Co., New York, (Anacin), 15 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.

BC Remedy Co., Durham, N. C., 12 *ta* weekly, thru Harvey-Messengale Co., Atlanta.

Carter Products, New York (Arrid), 4 *ta* weekly, thru Small & Seiffer, N. Y.

Chattanooga Medicine Co., Chattanooga (Zyrone, Cardui & Black Draught), 6 *sp*, 10 *ta* weekly, thru Nelson Chesman, Chattanooga.

Ex-Lax Inc., New York, 5 *ta* weekly, thru Joseph Katz Co., N. Y.

Florida Citrus Commission, New York, 7 *sa*, *ta* weekly, thru Blackett-Sample-Hummert, N. Y.

Block Drug Co., New York (Gold Medal Haarlem Oil), 6 *ta* weekly, thru J. Walter Thompson Co., N. Y.

American Home Products, New York (Hill's Cold Tablets), 5 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.

Knox Co., Los Angeles (Cystex), *ne* weekly, thru Allen C. Smith Adv., Kansas City.

Manhattan Soap Co., New York (Sweetheart Soap), 3 *ne* weekly, thru Franklin Bruck Adv., N. Y.

National Biscuit Co., New York (NBC Bread), 5 *sp* weekly, thru McCann-Erickson, N. Y.

KFAC, Los Angeles

Interstate Bakeries Corp., Los Angeles (bread), 6 *ta* weekly, thru Dan B. Miner Co., Los Angeles.

CKWS, Kingston, Ont.

E. & S. Currie Ltd., Toronto (cravats), 13 *ta*, thru Tandy Adv. Agency, Toronto.

CHEX, Peterborough, Ont.

International Varnish Co., Toronto (paints), 21 *ta*, thru A. McKim Ltd., Toronto.

WHN, New York

Adam Hat Stores, New York (men's hats), *sp* weekly, 52 weeks, thru Glicksman Adv., N. Y.

Knomark Mfg. Co., Brooklyn (shoe polish), 7 *sp* weekly, 24 weeks, thru Consolidated Adv., N. Y.

Buitoni Products Inc., New York (spaghetti), 3 *sa* weekly, 52 weeks, thru Carlo Vinti Adv., N. Y.

Wm. H. Wise & Co., New York (books), *sa*, 26 weeks, thru Huber Hogue & Sons, N. Y.

Charms Candy Co., Bloomfield, N. J. (Tasty Yeast), *sa*, 52 weeks, thru C. L. Miller Co., N. Y.

KPO, San Francisco

Post Quality Foods Co., Oakland (Sera-Co—Coffee extender), 3 *sa* weekly, thru Emil Reinhardt, Oakland.

Langendorf United Bakeries, San Francisco, 6 *ta*, *sa* weekly, thru Ruthrauff & Ryan, San Francisco.

Fisher Flouring Mills, Seattle (Zoom), 23 *sa* weekly, thru Pacific National Adv. Agency, Seattle.

KNX, Hollywood

Standard Brands Inc., New York (Stans-B), 7 *ta* weekly, 20 weeks, thru J. Walter Thompson Co., N. Y.

Nehi Corp., Columbus (Par-T-Pak), 5 *sa* weekly, 52 weeks, thru BBDO, N. Y.

Rosefield Packing Co., Alameda, Cal. (Skippy peanut butter), weekly *t*, 52 weeks, thru Sidney Garfinkel Adv., San Francisco.

KFXM, San Bernardino

Ranier Brewing Co., San Francisco (beer), 7 *sa* weekly, thru Buchanan Co., Los Angeles.

Block Drug Co., N. Y. (Gold Medal Capsules), 6 *sa* weekly, thru J. Walter Thompson Co., N. Y.

WEAF, New York

J. L. Prescott Co., Passaic, N. J. (Bull Dog Blue stove polish, Dazzle), 5 *sa* weekly, 52 weeks, thru Monroe F. Dreher Inc., N. Y.

KIRO, Seattle

Los Angeles Soap Co., Los Angeles (Scotch cleanser), 5 *t* weekly, thru Raymond R. Morgan Co., Hollywood.

WMAQ, Chicago

Lehn & Fink Products Co., Bloomfield, N. J. (Hinds Honey and Almond Cream), 3 *sa* weekly, 23 weeks, thru William Esty & Co., N. Y.

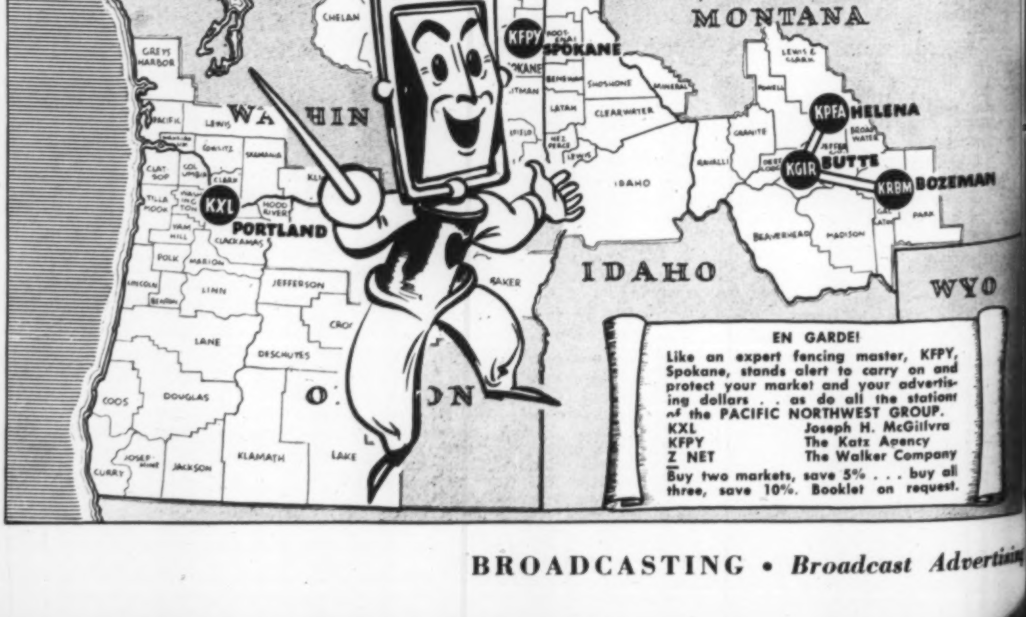
AT&T Adds More Spots To Curtail Toll Phoning

IN COOPERATION with the Long Lines Dept. of the American Telephone & Telegraph Co., New York, various associated companies of AT&T will soon expand their spot announcement schedules to urge the public not to make unessential calls to centers of war activity, according to the company's house organ, *Long Lines*.

Details of the campaign are expected to be available in a few weeks. Bell companies in a number of states started using spot radio last summer for a similar purpose, buying time on approximately 500 stations [BROADCASTING, July 20, Aug. 10]. N. W. Ayer & Sons, New York, handles the Illinois and Michigan company accounts, and other agencies handle advertising for the associate companies. N. W. Ayer is agency for the AT&T account and handles company's *Telephone Hour* on NBC.

NBC Hollywood Discs

UNDER CONTRACT signed with Special Service Division, War Dept., the Radio-Recording Division of NBC, Hollywood, on April 20 started to transcribe all West Coast shows produced by that organization for the armed forces overseas. List of approximately programs includes *Command Performance*, *Mail Call* and *Jubilee*. New dubbing studios, lines amplifiers, air conditioning and other equipment was constructed at Hollywood Radio City by Jack Richardson, manager of the recording division, and staff, that city, with George Stewart, New York chief engineer of the network, on hand to supervise installation. New recording staff comprises Silvio Caranchinni, formerly engineer of NBC, New York, and now head of the dubbing unit, and Robert Jensen, shifted from the network's Chicago engineering personnel.



EN GARDE!
Like an expert fencing master, KFPY, Spokane, stands alert to carry on and protect your market and your advertising dollars . . as do all the stations of the PACIFIC NORTHWEST GROUP.
KXL Joseph H. McGillvra
KFPY The Katz Agency
Z NET The Walker Company
Buy two markets, save 5% . . . buy all three, save 10%. Booklet on request.

McDonald Urges Editorial Page Of Air to Offset Criticism

NAB's First President Believes Defense Needed Since Some Public Protests Are Justified

AN EDITORIAL page of the air comparable to editorial pages of newspapers was urged by Com. Eugene F. McDonald, Jr., president of Zenith Radio Corp., Chicago, who spoke informally at the annual dinner of past and present NAB directors at the Palmer House, Chicago, last Monday night.

"Radio should lift its own voice in self-defense against the rising tide of protest and hostile criticism which is appearing all too frequently in magazines and newspapers," said Com. McDonald. "We should all be disturbed by the published jabs against certain phases of broadcast practice which have appeared with increasing frequency since publication of the *Reader's Digest* article on 'Plug-Uglies' last summer," he said. "This multiplicity of protest indicates a rising tide of public protest and indignation which should be stopped before people lose all faith in radio.

COM. McDONALD

Take Whiskers Off

"I believe that some of these jabs are justified," continued Com. McDonald, "but the majority come from people who do not understand the economics of broadcasting. The public has been lead to believe that radio is a public service sponsored by the broadcasting companies. Why don't we take the whiskers off? Quit posing as public benefactors, and let people know that they owe their thanks to American advertisers whose dollars pay for everything that goes out over the air, including sustaining programs, important public announcements, Presidential speeches and all the rest. Let them know that the commercials to which they object are part and parcel of the American system of free broadcasting which gives people in this country the finest radio in the world.

"And why don't we use our own vehicle, radio, to defend ourselves against attack and tell the public the full story of radio broadcasting in the United States? We have the greatest sales medium the world has ever known," Com. McDonald said. "We have done a marvelous job of selling the other fellow's products but we have done a poor job of selling ourselves and our industry.

"What radio needs and has needed for many years," said Com. McDonald, "is an editorial page of the air, sponsored by broadcasters, and comparable in many respects to editorial pages of newspapers. Here we could answer criticism with full, frank discussions of radio's problems in which we take our listeners behind the scenes. We could develop editorial talent of caliber equal to the famous names in journalism. Most important, perhaps, would be our Voice of the People section where the public could have its say."

Com. McDonald predicted that a Voice of the People on the air would quickly become one of radio's most popular features, pointing out that Vox Pop sections in newspapers rank near the top among all features in reader interest. It would include letters from listeners, limited in subject matter only by reasonable standards of good taste, selected impartially so that there could be no charge of favoritism, political or otherwise.

"Think of what this means for the preservation of free speech," continued Com. McDonald. "It would give the public a chance to express itself on any subject of general interest, to criticize or praise radio practices and radio's advertiser, to give open answer to pundits who today have only their consciences to govern how much publicity they will give to adverse criticism.

"Make your editorial page of the air the frank, open feature that it should be and we will not only protect ourselves against unfair attack and bring better general entertainment to the public but we will also give America the greatest forum of free speech and free discussion the world has ever seen."

As founder and first president of NAB, Com. McDonald touched briefly on the early days of the Association, when Powel Crosley was perennial treasurer because, according to Com. McDonald, he "had more money than anybody else and could always be depended upon to be an angel" for the struggling organization.

When you think of
SPOTS...
think of John Blair!

JOHN BLAIR
& COMPANY
NATIONAL STATION
REPRESENTATIVES
CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

the "Boss" has gone to War
but we're carrying on

WLAP Lexington, Ky.
Ted Grizzard, Manager

WCMI Ashland, Ky. and
Huntington, W. Va.
Warren Davis, Manager
L. D. Newman, Station Director,
Huntington

KFDA Amarillo, Texas
Howard Robertson, Mgr.

Gilmore N. Nunn, (in the Army) President

KOH RENO
KFBK SACRAMENTO
KWG STOCKTON
KMJ FRESNO
KERN BAKERSFIELD

CALIFORNIA COVERAGE

Mr. Time Buyer:
Investigate THIS Market!
Busy Stockton, California
The facts:
February '43 Retail Sales Top '42 by 45%
February '43 Dept. Stores Top '42 by 84%
February '43 Bank Clearings Top '42 by 33%
The percentage is in your favor

AT **KWG** THE DOMINANT STATION
Serving this Booming Area!
Ask any Raymer Representative for Rates, etc.

THE McCLATCHY GROUP

'Fortune' Cites FCC and Chairman Fly In Case Study of Bureaucracy in Action

A CASE STUDY of bureaucracy in action, based on Chairman James Lawrence Fly and the FCC, is offered in the May issue of *Fortune*. Taking up the five-year legal and propaganda battle between the FCC and the broadcasting companies over the network and monopoly rules, the *Fortune* article reviews the history of Federal commissions from the California Land Commission set up in 1851 through the FCC.

"War has necessarily brought Government regulation to a peak, and the end of the war will probably see a strong reaction against it from people sick to death of directives, questionnaires, and rationing," says *Fortune*.

"Already Congress is up in arms against the bureaucrats. After a period of postwar readjustment, wartime controls will almost certainly be relaxed. But the long-range prospect, especially if people demand that their Government guarantee them cradle-to-grave security, is for more rather than less peacetime Government regulation. The great issue, then, is: Where and how draw the line between regulation and tyranny?

Dislike of Laws

"At the outset, it should be stated that much of the furor over the newer Government agencies in recent years has undoubtedly resulted from simple dislike of the laws they were set up to administer. For propaganda purposes it has been much easier and more effective for employers or brokers, for example, to charge the members of the National Labor Relations Board or Securities & Exchange Commission with socialistic bias than to argue the merits of the Wagner or Securities Exchange Act.

"But, with full allowance for such tactics, there have been grounds for honest alarm about the agencies. The principal one is that by their very nature they violate one of the fundamentals of the American system of Government: Separation of powers. Though they have been called a 'fourth branch' of the Government, the administrative agencies technically belong to the executive branch, which has the duty of administering all laws. Yet they act in a legislative capacity when they issue regulations that have the force of law. And they act in a judicial capacity, often as prosecutor-judge-jury combined, when they apply those regulations."

Disputed Points

Controversies that have reached around the FCC have made it an excellent study in administrative law and procedure, says *Fortune*, reminding that NBC and CBS claim the network monopoly regulations will destroy them and their broadcasting as currently practiced.

After a review of early broadcast regulations from the mid-20's the *Fortune* article specifies several disputed points in administrative law and procedure. First of these is the matter of fair hearings.

"A favorite charge against the bureaucrats," says *Fortune*, "is that they too often act without giving the people who will be affected by their rules and decisions a side of the case. This charge was made against FCC in the monopoly case.

"Actually, the preliminary proceedings before the rules were issued covered a three-year period. At the instigation of Congress, the Commission adopted an order for an investigation of the subject in March, 1938. After notice to all interested parties, three Commissioners sat for six months listening to everything the broadcasters wanted to say . . . .

"A second major administrative issue raised by the FCC network regulations is that of vagueness in the Acts of Congress by which agencies are created and given their authority. Certainly public interest and special regulations applicable to radio stations engaged in chain broadcasting could hardly be broader. Yet everybody, including Congressmen, realized that Congress cannot possibly write laws that would cover all the million and one problems with which the administrative agencies deal. Broadcasters have pleaded, however, that Congress can at least define the FCC's powers more clearly, setting the limits of those powers, saying as precisely as possible what Congress means by public interest.

"Chairman Fly has said that if the Supreme Court upholds FCC in its network regulations, he will be entirely satisfied with the Communications Act as it is. But if the court turns him down, he intends to ask Congress for specific monopoly legislation. This would seem to bear out the common contention that as long as they can get away with what they attempt, administrators generally like to have their enabling acts as vague as possible, in order to give them the broadest possible power and discretion.

Judicial Confusion

"A third great administrative issue that the network case illustrates is the confusion that surrounds the vastly important fields of judicial review of agency rules and decisions. As has been seen, even men so learned in the law as the judges of the U. S. District Court in New York could not agree on whether the network regulations were subject to their review at that stage. And when the Supreme Court decided that the regulations were so subject, the decision was reached by a vote of 5 to 3."

Concluding portion of the *Fortune* article is taken up with a detailed description of the Walter-Logan bill and the matter of judicial review of administrative decisions. *Fortune* concludes that, "Government of law retains its validity as a guiding concept but term this an attitude of mind rather than a rigid rule.

If Americans are to remain free they must while granting their governors wide discretion, continue to insist that those governors be themselves governed by the laws they make and administer. They must continue to demand better men in office and to demand higher standards from those men. But there is no fixed, firm line that can be drawn between regulation and tyranny. In the field of administrative law as in all affairs of government, eternal vigilance remains the price of liberty.

WALTER LANNAN, of the WEEI, Boston, engineering staff, and Sherman Feller, announcer, have joined the armed forces. They make 23 of the staff to leave for war service.

RADIO LADY IN WHITE. An emergency appendectomy didn't prevent Lillian Jaffe, announcer of WHBQ, Memphis, from filling her spots on the schedule. Here she is making one of her three daily broadcasts from her bed in the hospital at Memphis, with W. M. Roy at the controls.

WEEI on 'Answer' List

WEEI, Boston, has been added to the schedule of *Do You Know the Answer*, syndicated live cash give-away program owned by the W. E. Long Co., Chicago. The program, five minutes to a half-hour in length, is sponsored three to six times a week on 20 stations by the following advertisers: Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), WOV; Braun Baking Co. Pittsburgh, WCAE WHJB WISR WMBS WKPA WJPA; Ward Baking Co., Chicago, WBBM; Town Talk Bakers, Denver, KLZ KVOR KGHF; Sunlite Bakers San Jose, KQW KDON; Newman-Reich Baking Co., KFJI; Weil Baking Co., New Orleans, WDSU; Town Talk Bakers, Louisville, WAVE; Old Home Bakers, Sacramento, KROY; Holsum Bakers, Tucson, KVOA; [illegible] Bakery, Huntington, W. Va., WSAZ; Toastmaster Bakers, Mansfield O., WMAN.

Two Join KLO

INTER-MOUNTAIN network grouped around KLO, Ogden, Utah, added two outlets recently, making a total of five outlets in the organization. In addition to KLO, which has studios in Ogden and Salt Lake City, the network now has KOVO, Provo; KEUB, Price; KVNU, Logan; KSUB, Cedar City.

FRANK J. NOVAK Jr., musical director of *Mr. & Mrs. North*, is composer and Marion Noel, of the radio staff of Lennen & Mitchell, New York, is lyricist of a song to be published under the title "To You, My Darling". Tune is the theme song of the program sponsored on NBC by Andrew Jergens Co., Cincinnati, for Woodbury Face Cream and Powder, an L & M account.

in BALTIMORE
and the Central Atlantic States

WBAL PROMOTION
is building more
and more listeners
for your programs

Edward Petry & Co., National Representative

WHAT HAS
JOHN TAYLOR'S
DONE?
SEE BACK INSIDE COVER

10 Years on Radio
This Month!

SEE BACK INSIDE COVER

Met. Opera Wins WNRC Award for Aiding War Cause

Blue Series Is Sponsored by The Texas Company

WOMEN'S National Radio Committee, in its ninth annual poll of member organizations, on the best broadcasts of the year, has chosen the *Metropolitan Opera* series on the BLUE, as the musical program which has best served the war effort. Announcement was made unexpectedly during the program, April 24, by Madame Yolanda Mero-Irion, founder and chairman of the committee. Awards for programs in other classifications are to be made public at the committee's annual luncheon at the Waldorf-Astoria Hotel, New York, May 5. Announcement of Opera series award was made at the earlier date since the program was going off the air for the season at that time.

'Victory Rally' Cited

Sponsored by the Texas Co., New York, since Dec. 7, 1940, and heard on NBC BLUE since 1931 under other sponsors, the Metropolitan Opera broadcasts this past season instituted a "Victory Rally" feature in which distinguished representatives of United Nations countries discussed various phases of the war effort during the intermission. In addition to citing the rallies as a contribution to the war programs, Mme. Mero-Irion said: "For bringing beautiful music to millions of Americans far distant from music centers, for familiarizing those who cannot attend opera with the operatic repertoire, and thus contributing to American morale, the Texas Company has definitely furthered the war effort." W. S. S. Rogers, Texas Co. president, acknowledged the award. Texas agency is Buchanan & Co., New York.

While the official announcement of other awards will not be forthcoming until the annual luncheon, advance entertainment plans for the occasion identify the winning programs, chosen according to how effectively they have served the war effort. Performances of the following programs will be reduplicated by radio figures featured in them:

Metropolitan Opera Co., BLUE, Texas Co. (musical program); *Cavalcade of America*, NBC, E. I. Du Pont de Nemours Co. (*The Perfect Tribute*—drama); *Let's Pretend*, with Nila Mack, CBS, sustaining (children's program); *Raymond Gram Swing*, BLUE, Socony-Vacuum Oil Co. (news analyst); *America's Town Meeting of the Air*, BLUE, sustaining (forum).

George V. Denny Jr., moderator of *America's Town Meeting of the Air*, will serve as m.c. at the luncheon. Keynote address will be delivered by Mrs. Ruth Bryan Rohde, former U. S. Minister to Denmark.

FCC Votes to Disregard House Group Charges Against Two FBIS Employes

A MAJORITY of the FCC voted last Monday to resist efforts of the House Appropriations Committee to force dismissal of two employes of the Foreign Broadcast Intelligence Service accused of membership in so-called "Un-American" groups [BROADCASTING, April 26].

FCC's action followed adoption by the full Appropriations Committee of a report prepared by a special subcommittee under Rep. Kerr (D-N. C.), sustaining accusations made by Rep. Dies (D-Tex.), and labeling Dr. Goodwin Watson, chief of the FBIS analysis section, and Dr. William E. Dodd Jr., editorial assistant, as "unfit to continue in Government service." At the same time, the Kerr group found insufficient evidence against Dr. Frederick L. Schuman, principal political analyst.

The fight over Goodwin Watson has lasted over a year, and a similar recommendation that he be cut from the public payroll had been approved by the House last year. The proposal was later eliminated in the Senate.

No Proof

FCC rose to the defense of its three employes in adopting a report Monday which asserted the Commission's right to do its own hiring in accordance with legally imposed restrictions. The report said that the Kerr Committee had produced no proof that the men were not qualified to continue in their work, and insisted that their dismissal would violate their constitutional right of free speech, and the guarantees of due process.

The Commission said the records of the three men had been carefully considered before they were employed, and even more carefully investigated since their employment. "Their citizenship and the legality of their conduct have not been brought into question in any court of law," the FCC said. "We are confident that Congress desires to assure the maintainance of our legal processes.

"As Commissioners, we are sworn to uphold the Constitution and the laws of the United States," the report continued. "We are obligated to preserve our orderly processes. We cannot in good conscience take a course of action which, however politic and easy, may violate the constitutional guarantee of due process of law and of free speech."

Constantly Watched

The report pointed out that the men had been constantly under observation of high civilian and military officials, and that no question had been raised concerning their competence, accuracy and objectivity.

Their close contact with world affairs had made these men apprehensive of the dangers from Nazi-ism, Fascism and Japanese militarism, the FCC explained, and they had sought to awaken the country to its danger. "We do not endorse every word these men have uttered or every action they have taken," the FCC said, "but we believe that the right of freedom of speech which the Constitution guarantees embraces even those with whom we disagree."

Turning to the Kerr Committee report, the FCC declared that neither Watson nor Dodd had been convicted by a proper court. "The Constitution establishes legislative, executive and judicial branches of the Government, each with its own powers, and guarantees to all persons due process of law," the Commission said. "Nowhere does the Constitution sanction trials before the so-called 'court of public opinion' by which the Committee has found Watson unfit."

Officials Mentioned

The FCC report discussed several of the groups branded by the Kerr subcommittee as "front" organizations or "questionable." There is good reason to believe, the FCC said, that public opinion has not in fact passed judgment on all these organizatoins. It listed many prominent Government officials, including Vice-President Wallace, Secretary Harold L. Ickes and Gov. Thomas E. Dewey of New York among those who have held memberships similar to Watson's in some of the groups.

The report reviewed the careers of all three FCC men, explaining that each was a university professor and that each had come highly recommended. Dr. Watson had taught for 16 years at Columbia U., and is an ordained Methodist minister; Dr. Dodd is the son of the former U. S. ambassador to Germany; Dr. Schuman since 1936 has been Woodrow Wilson professor of government at Williams College. Included were quotations from letters of commendation from Army intelligence, and other responsible officials receiving reports from FBIS.

WCHS
CHARLESTON, W.VA.

Home of the world's largest synthetic rubber plant.

Census Reports Provide Data on Local Markets

BREAKDOWN of the 1940 Census was released by the Dept. of Commerce last week, giving local characteristics of the population as revealed by the 16th census. Report gives details on various occupations, education, nativity, education of the population in urban and rural areas.

Charts included in the 200-page book present a complete breakdown which may provide a useful basis for market surveys. The report was prepared under supervision of Dr. Leon E. Truesdell, chief statistician for population, and is available from the Superintendent of Documents, Washington (40c).

Exercise Program

OPENING OF a physical fitness program, *Keep Fit With Andy Hansen*, on KSO, Des Moines, was accomplished with a few teaser announcements asking listeners if they wanted an exercise program. When program hit the air, thank you cards were mailed to requestees as well as to 1,100 additional persons on mail list of the sponsor, Campbell's Health Foods. Postals asked mention of program to five friends. Window displays in the health food store, air announcements, newspaper and billboard publicity were used. Program ties up wartime demands and physical fitness.

IT'S A W BIG JOB
BLOOD DONOR
25.

The MAGIC CIRCLE

And this job takes priority over All —with W B I G !

A Columbia Broadcasting System Affiliate.

GREENSBORO N.C.
EDNEY RIDGE DIRECTOR

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GREENSBORO, N.C.

XUM

Windup of War Bond Drive Finds Radio Active in Increasing Nationwide Sales

WITH PROMOTION of the Second War Loan now tapering off as the drive nears its close, radio continues to promote the sale of war securities. The campaign to raise 13 billion dollars in three weeks has reached its finale, accompanied by special network and station shows, many of which will continue when the drive is officially over May 8.

"In order that the heavy volume of War Savings Bonds which are being sold may be reflected in the totals," said Treasury Secretary Morgenthau, "all sales processed through Federal Reserve Banks by May 8 will be included in final figures." These figures are expected to show the loan well oversubscribed, due in considerable measure to the recent news of Japanese executions of a number of flyers of the Doolittle raid.

Stars Sought

The Motion Picture & Special Events Section of the Treasury reports that every big name radio star has been sought by state administrators and War Bond committees for rallies. Schedule for "I Am An American Day", bond rally to be held May 16 at Soldier's Field, Chicago, calls for several top radio artists.

BLUE Network aired a special War Bond broadcast last Monday night, April 26, 10:35-11 p.m., of ceremonies at the Washington preview of Norman Rockwell's paintings, "The Four Freedoms". Talent on the show included Leo Reisman's orchestra, and Anna Kaskas and Lansing Hatfield of the Metropolitan Opera House. Norman Rockwell, Lowell Thomas and Associate Justice William O. Douglas spoke, and Undersecretary of the Treasury Daniel Bell presented a citation to the artist. No commercials or credit plugs accompany the Rockwell exhibition, which was arranged by Treasury and the *Saturday Evening Post* and first shown in the Hecht Co. department store.

WEAF, New York, presented a three-hour broadcast May 1 of a War Bond Rally on Central Park's Mall, featuring ten name bands. Each orchestra played for a quarter-hour, the leader then moving to a booth to receive bond pledges. Government officials and stars of the entertainment and sports world participated.

P & G's *Truth or Consequences* raised $6,118,129 at the recent NBC broadcast from KOA, Denver, bringing the show's total bond sales to $29,985,498. Show was broadcast May 1 from Spokane and continues its tour on behalf of Treasury savings through Seattle, Portland, Salt Lake City and the West Coast.

More than $10,000,000 in bonds were purchased by ticketholders to the Easter Sunday Treasury Dept. concert of Arturo Toscanini and the NBC Symphonic Orchestra. During the broadcast portion over NBC, Robert St. John, war correspondent, offered the original manuscript of Toscanini's arrangement of "The Star Spangled Banner" to the highest bidder in bonds.

Midwest Auction

"Last Birthday" party-auction for Hitler, aired by CBS from St. Louis, April 20, with Quizmaster Bob Hawk as auctioneer, brought $829,995 in bonds through the sale of seats to the broadcast. Auctioned articles included Edgar Bergen's tie and collar, which brought $2,000; Gracie Allen's handbag, $5,000; and Kate Smith's autographed recording of "God Bless America", $2,000.

WCOV, Montgomery, Ala., which also gave Hitler a birthday celebration and raised $463,846 for the Treasury, gave another "party" April 29 for Hirohito's natal day. Other good stunts used to put the loan over were an "Equip the Columbus Commandos" program on WRBL, Columbus, Ga., which raised a million dollars, and *John's Dough* on KIRO, Seattle, which presents sketches to personify the American dollar now being squandered instead of invested in victory. Also using the Hitler birthday party stunt, KWFC, Hot Springs, Ark., sent Hitler a "bouquet of bombs" in the form of Second War Loan sales. Hitler had another party on WBOW, Terre Haute, with "most miserable returns of the day" as its theme. During the broadcasts, the station raised $240 a minute, though broadcast time competed with two network shows.

Some stations have discovered marked audience response to features initiated in connection with the War Loan and now plan to continue these programs. A flood of mail followed a two-hour broadcast from Camp McQuaide, aired at the outset of the drive by KHUB, Watsonville, Cal. Roger Hunt, station manager, now plans a weekly broadcast from the camp, whose personnel includes stage, screen and radio talent.

Sponsorship of local accounts has continued while WLDS, Jacksonville, Ill., has devoted a considerable part of its sponsored schedule to Treasury announcements. Lengthening the broadcast day 2½ hours, WMRN, Marion, O., presented a special events day April 21 and sold $1,231,537 in bonds. Six Flying Fortresses turned up for the plane-to-ground War Bond program on WFBL, Syracuse, helping to $175,000 in four days.

This—The American Way, four-hour revue on WIP, Philadelphia, pulled $782,100 in pledges. Also pushing the Second War Loan, WIP aired an hour-long program of messages and interviews with Marines at the Parris Island Training Base on Easter Sunday.

U.P.
THE MARK
OF ACCURACY,
SPEED AND
INDEPENDENCE
IN WORLD WIDE
NEWS COVERAGE
United Press

KWKH
CBS-50 KW
The Selling Power
in the Buying
Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Yankee Network Holds Meeting of Affiliates

THE YANKEE NETWORK held a meeting of its affiliated stations April 21 at the Kenmore Hotel, Boston. Miller McClintock, president of Mutual, and Jesse Barnes, also of Mutual, attended. Officers of the Yankee Network who attended were:

William O'Neil, president of the network and General Tire and Rubber Co.; John Shepard 3d, chairman of the board; Linus Travers, executive vice-president; Robert Bartley, vice-president; Samuel Smith Poor, vice-president of General Tire and Rubber Co., and member of the network board of directors; James Haggerty, member of the network executive committee and General Tire Co.; Loren Angus McQueen, member of the network board of directors and sales manager of General Tire Co. Others from the Yankee Network who attended are Gerald Harrison, George Steffy, James S. Powers, Robert Myers, Gertrude Lanza, Barbara Sprague.

Yankee Network stations were represented by Norman Whittaker, WICC; Al Hiorns, WAAB; Don Morton, WEAN; Josephine Y. Welch, WSAR; Robert Donahue, WLLH; Hugh R. Norman, WNBH; H. W. Nichols, WHAI; John C. Libbey, WCOU; Arthur Owens, WRKO; C. Glover DeLaney, WTHT; Gerald J. Morey and Ivon Newman, WNLC; David Shurtleff, WFEA; Martin Avery and Sherwin Greenlaw, WLNH; George Kelley Jr., and William Rines, WCSH; Earle Clement, WEIM; Patrick Montague, Ward Gardner, and Thomas Humphrey, WHYN; Harold Thomas, WATR. Present at the luncheon that followed the business meeting were William Eynon, H. B. Humphrey Co., Boston; Les Quailey, N. W. Ayer, New York; Joseph Moran, Young & Rubicam, New York; and Tom Hussey, Yankee Network sports director.

Aitkenhead in Signal Cops

JOHN AITKENHEAD, chief engineer of WADC, Akron, since its founding in 1925, has joined the Army Signal Corps, and is stationed at Philadelphia.

NO DUMMY is Charlie McCart soldier who here takes advantage opportunity during the broadcast the Prince Albert *Grand Ole Op* aired Saturday 9:30-10 p.m. (CW at WSM, Nashville. Lucky lady Trudy Brown, who calls servi men's parents long distance and lays the news to the boys on air.

Eight of WDBJ St Now in Armed Servic

EIGHT MEN of WDBJ, Roan Va., are now in the armed for Bob Youse, sports announcer; Reynolds, studio director; Charles McNulty, salesman, are second lieutenants in the Ar John Harkrader of the statio sales staff is now ensign in Navy Air Corps. Control Opera Keith Webster is technical geant in the Marines. Frank kins, announcer, is in offic training school, and Announ David Kent and Control Opera Basil Johnson are privates.

Replacing the men who are to war, William M. Taylor joined the station's sales staff, Dillard Campbell, the control operating staff. Announcer Doro Jennings joins nine other wo on WDBJ, whose staff includes girl studio control operator, garet Anne Bunting.

New Philadelphia St Announced by Cross

CROSSLEY Inc. announced week that the cooperative study Metropolitan Philadelphia's audience is in progress and operate continuously [BROADCA ING, April 19].

Study employs the new techni of personal door-to-door intervi exclusively. Believed to be the use of the true radio audie cross-section in which compe stations have cooperated, the vey will be based on interviews located in ratio to population in various breakdowns. Three and two independent stations in area are participating in the P delphia Plan, as the study is kn

LOUIS P. LOCHNER, head of Berlin Bureau from 1924-1941, join NBC as a commentator, and be heard on six West Coast sta Monday through Friday, 9:15 starting May 3.

War Conference Running Story

(Continued from Page 36)

this audience with sound information and sound inspiration."

Col. Kirby concluded his talk with a demonstration of on-the-spot recording of eye witness accounts from the front lines, possible with a wire recording instrument now being tested (see story on page 47).

Largest Registration Of Broadcasters

With the convening of the Wednesday morning session, President Miller announced that registrations had reached the surprising total of 1,024, which he characterized as the "biggest representation of broadcasters we have ever had." He pointed out that there were some 1,250 registrations at the St. Louis convention two years ago, but that these included many wives of broadcasters, exhibitors and other groups associated with the industry but not actually engaged in broadcasting.

Mr. Price, in his hard-punching address (see text in this issue) left no room for doubt about the dangers still inherent in voluntary censorship, which he called an "uncompleted experiment." He admonished broadcasters not to be smug about it and pointed out this is no time for over-confidence. He called on broadcasters to make the code a "'living, vibrant part of your daily life."

"What a tragedy it would be if a few irresponsible broadcasters among many should accomplish the collapse of a patriotic endeavor which means so much to all of you!"

Wisecracking announcers who jibe at the code should be disciplined, he said.

While voluntary censorship has worked, when many thought it was impossible, Mr. Price admonished broadcasters, particularly the foreign language stations, to exercise a great degree of caution. "Carelessness and irresponsibility in foreign language broadcasting cannot be tolerated by a responsible Government," he said, reiterating what he had told the foreign language broadcasters at a breakfast session earlier in the day.

Neighbor nation broadcasters attending the sessions were saluted by President Miller. Among those named were Emilio Azcarraga, president of the Mexican Assn. of Broadcasters and owner of XEW, Mexico City; Glen Bannerman, president, Canadian Assn. of Broadcasters; Charles Shearer, chief censor of radio in Canada; Harry Sedgwick, chairman of the board of the Canadian Assn. of Broadcasters; Donald Manson, of CBC, and Maj. Ralph Forster, of the British Army.

Donald D. Stauffer, former vice-president in charge of radio of Ruthrauff & Ryan, drafted as head of OWI's radio bureau, disclosed that while he had been "in the radio business practically all my life, this is the first time I have ever talked into a mike."

Though praise had been meted out to radio on all sides, he said he thought he had a different approach, suggested indirectly by Leo J. Fitzpatrick, general manager of WJR, Detroit, and an OWI radio consultant. At a recent meeting, Mr. Fitzpatrick raised the question about what had been accomplished by radio's participation in the war effort. So Mr. Stauffer detailed to the audience the "'success story" of radio's cooperation with Government in prosecuting the war. He enumerated 65 major campaigns undertaken by radio and told results percentagewise.

Highlighting some of the war campaigns put over by radio, Mr. Stauffer pointed out that in December, 1941, only 700,000 individuals had adopted the payroll savings plan. Fifteen months later, he said, there were 30 million. Point rationing was put over without question, as revealed by Gallup surveys made before, during and after, he said.

Daytime programs, Mr. Stauffer declared, have performed "a tremendous job." Point rationing and similar war undertakings have been worked into these serial stories and have imparted to housewives an understanding of the problem in a most effective way.

Mr. Stauffer cited many campaigns to prove results of radio in the war effort. For example, he said, the Red Cross needed 300,000 nurses. In a three-week drive the enrollment went up 100%. "You put on a campaign for 19,000 badly needed student nurses," he said, "and got us 23,000 applicants of which more than 19,000 were eligible. And this year we will ask you to do the job for us again, only we will need 65,000 nurses.

Victory Garden Drive Succeeds

"Victory Gardens is another assignment you more than adequately accepted. We thought we might get 13,000,000 gardens. You got us, according to a Gallop survey, 21,000,000. Similarly was the job done for the Coast Guard. After the radio campaign enlistment was up 40%.

"Last spring we wanted people to buy coal. The records show that after the air campaign spring coal purchases were up 70% over the preceding year. The CAA needed non-combat pilots. Every previous effort to get them had failed. Your campaign brought 104,000 applicants.

Mr. Stauffer also cited the Signal Corps, whose manpower requirements were materially aided through an increase of ten times; huge increases in salvage of fats and grease, rationing benefits, etc.

"The Nation is better informed than in all its history," he concluded. You gentlemen deserve the gratitude of your Government."

Program Problems Discussed by Paley

Mr. Paley's plea to broadcasters to be more mindful of their basic resource—programming—was preceded by his reference to three other "important challenges which broadcasters looking toward the future face today." He enumerated these as:

(1) The continuing change in our relationship with Government; (2) our own public relations in the broadest sense of informing the public about the importance of broadcasting, having in mind that we have informed the public expertly about almost everything under the sun except broadcasting itself; (3) the challenge of technical change which lies ahead, including FM, television and probably facsimile. The fourth he mentioned as radio programming itself.

Mr. Paley called upon broadcasters to avoid complacency as an industry, pointing out that while our record is good, "we want to make it better." He urged the industry "for its own self-respect" to do as good a job in creating programs as any one else, or a better job.

Advocating a change in "our own stature and prestige as program builders," Mr. Paley said that the advertiser and agent at times may develop programs not compatible with high broadcasting standards. It may be a commercial which "hammers too hard," a program in questionable taste, a spot announcement too long or wrongly placed. Broadcasters, he said, should not seek or encourage business of the wrong kind. They should resist the pressure which is often put on them to accept it. (See text of Mr. Paley's address on page 11.)

Dr. Angell 'Dishes It Out'

In a talk which ranged from more solid "belly laughs" than usually are written into Hope or Allen scripts through a grim warning that the industry will have to mind its obligations to the public on public service programming, Dr. James R. Angell, NBC public service counsellor, enthusiastically gave broadcasting its well earned due and slashed out at its deficiencies.

He referred in a semi-facetious way to daytime serials as depraved, quiz shows as featuring moronic answers, and cited the groan that goes up as the commercial plug is given, the protest that follows occasional salacious programs and the disgusting effect of reading announcements "concerning bodily processes while the listener is eating his meals." Treatment of such deficiencies is the duty of the expert program director, Dr. Angell said, and said he did not intend to provide a cure for such shortcomings or outline a device for betterment.

"So long as broadcasting is a highly competitive business, mak-

FIVE WHO WERE LINED UP along a wall for a quick "shot" just before Elmer Davis addressed the conference were (l to r): Michael Hanna, WHCU, Ithaca; Hal Meyer, WSRR, Stamford; Franklin Doolittle, WDRC, Hartford; Leo Fitzpatrick, WJR, Detroit; I. R. Lounsberry, WGR-WKBW, Buffalo.

BALTIMORE'S BLUE NETWORK OUTLET

WCBM

John Elmer, President
George H. Roeder, Gen. Manager
National Representatives
SPOT SALES, INC.
New York · Chicago · San Francisco

CHICAGO RADIO MANAGEMENT

OPEN HOUSE was held by the Chicago Radio Management Club during the NAB War Conference last week in the Palmer House, Chicago. Chicago's leading agencies were represented by (seated, l to r): Aleta Mack, H. W. Kastor & Sons; June Rollinson, Russel M. Seeds Co.; Evelyn Stark, MacFarland, Aveyard & Co.; Merle Myers, Virginia Smith, H. W. Kastor. Standing, Lewis Goodkind, Goodkind, Joice & Morgan; James Shelby, McCann-Erickson; Bert Cavanaugh, Roche, Williams & Cunnyngham; Harlow Roberts, Goodkind, Joice & Morgan; Jack North, Aubrey, Moore & Wallace; Buckingham Gunn, J. Walter Thompson Co.; John Gordon, Needham, Louis & Brorby; Stuart Dawson, Young & Rubicam; George Duram, H. W. Kastor.

ing money will be the first consideration," he said. "The industry operates on the theory that the stockholder is the owner of the station and the advertising agency buys the time and naturally the voice of the church and the school will sound distantly in the station's ears.

"The consequences then will have to be dealt with," he added. He said that American broadcasters try to serve two masters. Radio, true, is infected with deep public interest responsibilities, in fact is so licensed. But it also must pay dividends. He stressed that these two are not necessarily incompatible. But as matters now stand, he said, when they clash today, which one will prevail is easily known.

"Some stations will sell anything, anytime," Dr. Angell said. Some correction to this attitude has been noted, due to the requirements of the war, he added. "The industry has made a serious and sincere effort to go all out," he said. "The next very important consideration is the post-war study and that is being undertaken already by NBC and Mr. Paley's organization."

Dr. Angell warned that if the present form of broadcasting is to be continued, without Government interference, it must attempt to reach all types of audiences and personal gain must in the final analysis be relegated to second place. He added that he spoke as a hard-boiled realist and not as a romanticist.

In conclusion, Dr. Angell said the future of broadcasting will demand giving a reasonable part of the station's good time to public service programs which admittedly will appeal to lesser units of the audience. Not as mere publicity stunts, he said, to be charged off to promotion; but as well-produced programs at the same high standards as other programs and at comparable costs. Competitive yardsticks of today must not interfere with this, he said.

"Stations must not snub or slight their public interest responsibilities," he concluded. "When blessed peace comes let us see the industry continue as a free American enterprise—which accepts its full responsibility."

The luncheon session Wednesday opened with a brief pageant depicting typical war news pickups by the four networks. Commentators for each network were shown reading their scripts, in tableaux suggesting the war theatres. Presented by Lt. Col. Kirby, he closed with the announcement: "This is the American system of broadcasting."

Fly Brief on Post-War Planning

Mr. Fly mentioned only briefly his project for post-war planning through a Radio Technical Planning Board, in which the Radio Manufacturers Assn., Institute of Radio Engineers and the FCC would collaborate. He recalled the pre-war National Television Systems Committee, which he said had done a "monumental work."

This new planning board, he said, as he raced against time to make a scheduled CBS broadcast (text in this issue), would "sit on top" of the vast work being done in the radio field to bring "optimum results to the public after the war."

Describing the science of radio as having barely passed the "horse and buggy stage," Mr. Fly said that while there had been and would continue to be conflicts, radio "will ever stand in our democracy."

In opening his address to the Conference, which duplicated in part his CBS speech, Mr. Fly said that in these grave times it was only right that the "regulators and the regulated" should sit down to talk about their problems. He discussed intimately the manpower, equipment, receiving set battery, and small station problems, citing figures based on a recent FCC survey.

He said he thought that radio listeners would agree that the "American system of broadcasting has met its first great crisis and has met it successfully." He described private broadcasting "in war as in peace" as a "main bulwark of American democracy."

To alleviate the technical shortage, Mr. Fly offered full-scale cooperation of the FCC. The Commission's files of licensed technical personnel, many of whom may be working in other industries, he said, could be thrown open to the industry for follow-up. Moreover, he said a monthly list of operators licensed by the Commission could be made available so that stations might find "in their own back yards" men and women qualified to man technical facilities.

Smaller operators have complained about the drift of personnel to larger stations and have contended that they were only "way stations on the road to employment in big cities." He suggested that perhaps the job freeze would help that situation. He commented, however, that the only station owner really sitting pretty is the one staffed with women.

While the equipment picture is not bright, he said a "swell job" had been done by WPB and Mr. McIntosh. Regarding the farm battery situation, he said that because of the importance of farm listening, he felt confident it would be cared for.

168 Lost Money in 1942, FCC Figures Show

Speaking on the small stations' problem, Mr. Fly said it was grave in many cases, though the figures he cited did not appear to indicate it was as serious as originally portrayed both at the FCC and in other quarters.

Income data for 1942, broken down by the FCC, he said, showed that the net income of the industry was $34,000,000 as against $32,000,000 the year preceding. The average station earning was $41,000 in 1942. Of the aggregate number of stations, 168 lost money, while 118 earned less than $2,500. Whereas the average loss in 1941 for the "loser stations" was $710, this rose to approximately $1,100 in 1942.

Losing money is not a "wartime phenomenon," Mr. Fly said, since most of the same stations, though not all, were losers the preceding year. On the other hand there were 63 stations which lost in 1941 but earned in excess of $2,500 in 1942. The 168 stations lost a total of about one million dollars, he said.

Covering the various suggestions made for relief of small stations because their service is necessary, Mr. Fly discarded all of them with the exception of his proposal that national advertisers use these outlying outlets. He contended that they constituted hitherto untapped markets and would bring good results. If only two or three percent of national advertising money were funneled to them, it would more than offset these losses.

Constructive Steps Already Taken

Several constructive steps already have been taken, he said. These include an increase in the number of stations on the national networks—88 since the war began—the full network plan encouraging advertisers to take smaller stations; deduction in rate charges effected through FCC negotiations with A T & T saving some $2,000,000 for radio, which permits addition of smaller stations and other steps. He did not describe them as cure-alls, however.

Regarding suggestions that there be a remission of income tax, he said this failed to hit the target since the loser stations pay no tax. The RFC loan proposition, he said, likewise was objectionable because it would constitute only a shot in the arm since the losing stations would continue to lose. He described it as possibly the "quickest way of putting the Government in the broadcasting business" and commented "none of us want that."

As for Government purchase of space, he said it was plainly evident that newspapers and radio should get equal treatment, but that he had grave doubts whether it would be wise at this time. It might be interpreted as a subsidy and radio would be "trading its freedom for a mess of pottage—a small mess at that."

If any large segment of the industry suffered substantially because of loss of revenue, he said, Government advertising might take on a different complexion. The best possibility for a solution, Mr. Fly said, is seen in the use of smaller stations and secondary markets by national advertisers. He pointed out that local advertisers, who customarily patronize these stations, have little reason for institutional promotion and that with very little on their shelves to sell, they do not represent latent prospects.

Because the industry generally has fared so well, he said it should not be blinded by these conditions. He called the small station problem a real one.

Morency Praised for Retail Promotion Plan

The retail promotion plan occupied the business session Wednesday afternoon. President Miller, in opening the meeting, paid tribute to the work of Paul W. Morency, WTIC, Hartford, chairman of the Retail Promotion Plan Committee, for his time and energy in effectuating the retail plan.

Mr. Morency revealed that the promotion plan will be in actual operation in the fall and that financial commitments for its presentation have already been made. Mr. Morency reviewed the background of the plan, which was proposed to the NAB board at the Cleveland convention last year by Eugene Carr, WGAR, Cleveland, now with the Office of Censorship, and Capt. Frank Pellegrin, then director of broadcast advertising of the NAB.

Mr. Morency introduced the 10 members of the committee who are serving with him. C. L. McCarthy, KQW, San Jose, and William Crawford, WOR, New York, were unable to attend. Mr. Morency in introducing Sheldon Coons, advertising consultant, gave a short resume of Mr. Coons' 30-year career in the retailing and advertising fields.

After presentation of the detailed retail sales plan by Mr. Coons, which were enthusiastically received, Lew Avery, director of the department of advertising of the NAB, defined the status of the campaign, launched last fall. The retiring NAB board, at its April 26 meeting, agreed to implement the fund of some $84,000, already pledged, and guaranteed the total of $125,000. A number of stations, however, promptly signed up for project following the session, with strong likelihood that the entire budget would be met without the necessity of drawing directly from NAB funds.

Mr. Coons brought home the fact that radio depends upon too few accounts and that the retail field, representing the largest single advertising source, is a latent one for radio. He warned that the war may bring new advertising media and that radio must cushion itself for any contingency.

Because the department stores and general stores, constituting the largest potential users of radio, are not on the air in great numbers, radio does not have the prestige it might gain if the reverse were true. If important retailers used the medium it would improve horizontally, he predicted.

Moreover, he said the retailers themselves, as reflected in comments from NRDGA, are enthusiastic about the survey and are anxious for the results [see separate story on retail advertising plan in this issue].

John Outler, Jr., commercial manager of WSB, Atlanta, and chairman of the sales managers executive committee, whooped things up with a plea to those not yet at the front to quit talking and sign up. He commented that the delinquents who might want to get on the bandwagon later would find the cost going up.

Petrillo Ban History Covered in Detail

The Petrillo recording ban, slated for discussion on the closing day, Thursday, was moved up on the agenda for the Wednesday afternoon session. President Miller recounted the steps leading up to the current situation, and stemming from the Aug. 1 ban on recordings of any character. He pointed out that not a transcription or record had been made since Aug. 1 because of the arbitrary AFM ban, which was premised on seeking tribute from the broadcasting industry along with the phonograph, transcription and other groups employing records. The net result, thus far, he said, is that AFM members have lost millions in revenue from recordings.

Dormouse

MARSHALL PENGRA, manager of KRNR, Roseburg, Ore., spokesman for small stations at the NAB War Conference closing session, offered no panacea but did provide an apt definition of the "loser" stations. He wound up a detailed analysis, "The small station is like the dormouse — its coverage is small but its tale is enormous."

It is interesting to note, he said, that in the formal demands made by Petrillo, he made no claim for tribute from the industry. He said he was convinced this was the result of action of the NAB in procuring detailed and established facts to refute Petrillo's claim of unemployment and otherwise demolish his claims for payment.

Mr. Miller said, however, that Petrillo is still aiming at the broadcasting industry even if indirectly. His effort is to throw mu-

THE BEST PROOF IS PERFORMANCE

LEHIGH
VERTICAL
RADIATORS

Coverage, Efficiency and economy are but a few of the reasons for the increasing preference for Lehigh Vertical Radiators by Broadcasting Stations everywhere. Their outstanding performance continues to satisfy many leading stations throughout the nation. Those interested in towers for supporting FM or Television Antennas are invited to write us. Our engineers can be of assistance in planning your requirements.

RADIO DIVISION
LEHIGH STRUCTURAL STEEL CO.
17 BATTERY PLACE, NEW YORK, N. Y.
PLANT AT ALLENTOWN, PA. OFFICES IN PRINCIPAL CITIES

sic back to the "pre-horse and buggy days," he contended.

In behalf of the transcribers, Gerald King, of Standard Radio, told the conference of the current status of negotiations with AFM, now deferred until May 10. He spoke in behalf of Associated, Lang-Worth, NBC Thesaurus, Standard and World, and not the phonograph manufacturing companies. The transcribers, Mr. King said, would have preferred postponing a statement until later because of the current conversations. He pointed out that when Petrillo originally asked for a contribution direct to the Federation of "unspecified percentage of our gross income" the transcribers concluded that they could not accept such a proposition.

Whereas prior to the original conversations transcribers sat with the phonograph record industry in conversations with Petrillo, he pointed out that last April 16 the transcription industry had an opportunity to separate its conversations. At these preliminary discussions the possibility of working out an agreement on terms not inconsistent with the requirements of the individual businesses of the transcribers appeared evident.

"So long as that encouraging prospect continued, we were prepared to continue our discussions until a conclusion had been reached," he said.

At the forthcoming May 10 meeting, he said, it is the intention of both groups to sit "in continuous session until an acceptable conclusion, or an impasse, has been reached." The purpose of the transcribers, he said, is to reach a "satisfactory and lasting understanding with the Federation upon which we can make both commercially sponsored programs, as well as library transcriptions, and dispose of them on terms satisfactory to our customers."

Pointing out that the very businesses of the transcribers depend upon finding the right answer, he said he was sure the industry would agree that "we should not prejudice our present negotiations by any premature speculation on details or the final outcome."

Answering questions regarding the course transcribers will take if the negotiations fail, he said the only answer he could give was that they will go into the new negotiations "with the intention to negotiate in good faith, and we believe that any further statement at this time could very well be construed to our disadvantage and therefore not consistent with the spirit of good-faith bargaining." He said he hoped that "by the middle of May to have something more concrete to tell you."

FRIENDLY RIVALS in radio equipment manufacturing pose during the NAB War Conference sessions (l to r): A. Josephsen, RCA Victor, Indianapolis; Harold Vance, RCA Victor, Camden; P. L. Chamberlain and W. R. David, General Electric Co., Schenectady.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

Coming Soon!*

Some astounding figures on the Effective Buying Income in WDRC's Primary Area . . . Connecticut's Major Market. More than ever before, Hartford is a "must" for your spot campaign.

CBS

• See Sales Management, May 10th, Survey of Buying Power Issue.

Petrillo Unemployment Claim Exploded

Before introducing Sydney M. Kaye, New York attorney and counsel on the AFM matter to the NAB Steering Committee, Mr. Miller observed that contrary to the Petrillo claim, radio actually has increased employment. Musicians are being paid better than any other group in the industry, he said.

Tossing the gauntlet to Petrillo, the NAB president branded the whole issue a "political problem and one of Petrillo's own making." He said many AFM members never expect to make their primary income from music but are in it only as a sideline. Petrillo's effort is to give them "something extra."

Alluding to the seriousness of conditions brought about by the war, Mr. Miller said that speakers before the conference had cited the tortuous road ahead, while paying tribute to the service radio had done. Both Elmer Davis and Chairman Fly, he pointed out, had commented that the Petrillo ban was hurting the war effort.

The issue, he declared, is whether the industry proposed to "appease or fight this out." Petrillo wants tribute, he declared, before he will permit recordings to be made.

Mr. Kaye, in exploding Petrillo's unemployment claims, said that less than one-third of the AFM members are professional musicians and that practically all of the remainder are engaged in approximately 250 other professions, trades or businesses and callings requiring skills and specialized training. Unemployment is virtually non-existent, he said. Union musicians receive about $20,000,000 a year for their work in radio, nearly equivalent to the total net earnings after taxes of the entire industry. They receive more compensation from radio than any other group of employes, including executives, with an average weekly wage of $67.90 for a work week of less than 20 hours.

That less than one-third of the AFM membership consists of professional musicians was established through two surveys, Mr. Kaye said. Other devastating statistics breaking down the Petrillo claims to the Senate subcommittee were enumerated. Mr. Petrillo had testified, Mr. Kaye said, that of 66,335 union members in 29 cities, some 43,000 were unemployed. Terming these figures fantastic, Mr. Kaye said that the AFM head's definition of unemployment was the basis for this statement. By unemployed Petrillo meant "unemployed as musicians," irrespective of whether these members were otherwise gainfully employed.

In the 29 cities covered, there are 143 commercial stations, all but eight of which have musicians. Of the eight, three are 100-watters, two 250-watters, three are 1,000-watters, and only one is affiliated with a network.

Petrillo's charge that 201 network stations do not employ musicians also was disproved by the NAB studies. Of the 201 stations named by Mr. Petrillo, 28 were found to be duplicates or not affiliated with networks. Of the remaining 173, musicians were employed in 58 during the very period covered by Mr. Petrillo, while 32 had employed them periodically during the very period covered by Mr. Petrillo, while 32 had employed them periodically during the past year and another 32 did not employ musicians. Of the latter, 64 were stations with 250 watts or less, of the type which Petrillo admitted could not be expected to employ musicians. Of the remaining 18, four have no local union.

All told, Mr. Kaye reported there are 184 stations in communities having no AFM locals with no local claiming jurisdiction. Asserting that no specific instance had ever been cited in which radio had supplanted live musicians, Mr. Kaye said the results of a survey by an independent organization in Washington disclosed through a door-to-door investigation that of 55 establishments in which there was dancing, not a single one lied on radio.

Following the Petrillo presen tion, the Conference unanimo adopted a resolution supporting NAB and transcription comp position with respect to the Petri ban and strongly condemning AFM ban as injurious to warti morale and calling upon the tra scription industry promptly to t legal measures deemed necessary end the ban. [See page 70—ed.]

The membership then adop three miscellaneous amendments the bylaws shifting Maryland fr the fourth to the third NAB trict; eliminating the term "exe tive committee," which was ab ished a year ago; and a mi change in the method of elec directors-at-large, with nomi tions from the floor rather th through a nominating committe

Directors Named To Fill Vacancies

In the balloting that followed election of directors-at-large, J eph O. Maland, WHO, Des Moi and James D. Shouse, WLW, Ci cinnati, were elected at-large s tion directors without oppositi Mr. Shouse succeeds Edwin Craig, WSM, Nashville, who not a candidate for reelecti while Mr. Maland was reelected the medium station category, Elias, WWNC, Asheville, was elected, while Barney Lavi WDAY, Fargo, N. D., was elec in succession to Gene O'Fal KFEL, Denver. Mr. O'Fallon, w nominated, asked to have his withdrawn. In the small sta class, Herb Hollister, KANS, Wi ita, was reelected, and Frank K WMBR, Jacksonville, was retur to the board. He had been dis director for Alabama, Flor Georgia and Puerto Rico.

Network directors renamed w Paul W. Kesten, CBS vice-presi and general manager, and Fr M. Russell, NBC Washington vi president. The other networks not members.

In quick succession, the mem ship then adopted a series of resolutions brought in by its re lutions committee. Aside from customary courtesy resolutions membership adopted two impor proposals. One placed the NAB record as unalterably opposed any and all measures, governme or otherwise "looking to the ab tion of brand names and tra marks in the marketing of c modities" and endorsing the leck resolution (H Res-98) fo thorough study of these prop This resolution struck at the grade labeling process, as a sible forerunner of brand name strictions.

A second unanimously ado resolution authorized Presi Miller to appoint a committe study and report to the board establishment of an "NAB Bu of Audience Measurement."

The concluding business

ursday morning was devoted to e role of advertising in wartime, t with emphasis on the small staon problem, considered initially y the recently appointed Small ation Steering Committee, headed y James W. Woodruff Jr., WRBL, olumbus, Ga.

John M. Outler Jr., WSB, Atnta, chairman of the NAB Sales anagers Executive Committee, ressed desirability of a study oking toward standardization of ation coverage maps. A detailed an, defining signal strength, audice mail and coverage analysis, volved jointly by the NAB comittee with the Radio Executives lub of New York, and previously ggested to the NAB membership, as adopted by the Conference and ill be pursued by NAB.

Roger Clipp, General Manager f WFIL, Philadelphia, chairman f the NAB Research Committee, utlined to the session the scope of e proposed standardized method. e pointed out there had been distisfaction on the part of agencies d advertisers with the coverage aims stations have been making ecause of lack of a consistent defiition as to just what coverage eans.

The NAB recommendation will ver the method of determining e station coverage area and the anner of handling the calculation n market data used to interpret e coverage area. Also included ill be a sample station coverage resentation, with demonstration f maps, titling and copy. The imebuyers Committee of AAAA s agreed to work with the NAB d to authorize use of the AAAA amp of approval on the presentaon format.

Linnea Nelson, timebuyer for Walter Thompson Co., New ork, asked by Mr. Outler to coment on the project, said that by etting together such standardized aps, something tangible with hich to work would be provided d called it an excellent beginning. imilar comments were made by her agency spokesmen.

esolution Adopted nanimously by Conference

Dietrich Dirks, KTRI, Sioux ity, moved that the membership thorize NAB to follow through n the project as outlined. The moon was adopted unanimously.

Mr. Woodruff, a member of the AB Board for two years, preded over the small station seson—his first appearance before a icrophone at an NAB convention. The special committee named by r. Miller to consider the small ation problem has devoted conderable time to the task and rerds it as serious, he said. But e inevitable conclusion was ached that it is an overall indusy problem, rather than excluvely a small station matter. He inted out that such speakers as essrs. Davis, Fly and Angell had mmented that the plight of the all stations is one to be considd by the entire industry.

SMALL STATION problems highlighted a get-together of Keystone executives during the NAB War Conference in Chicago (l to r): Naylor Rogers, Chicago; Michael Sillerman, New York; William Wolf. Chicago.

Speaking as a small station operator, Mr. Wodruff declared, "We don't want any handout — far from it."

Marshall Pengra, general manager of KRNR, Roseburg, Ore., in an analysis of recent surveys, commented that "the small station problem is the small station." He said it was difficult to reach any concrete solution because the problem varies with communities and changed conditions.

The most serious matter confronting the small station is manpower and particularly technical manpower, he said. This comes down to the problem of whether stations can remain on the air, he said, pointing out that he realized the NAB and FCC and all other organizations had done everything possible to bring about its solution. "But they can't pass any miracles on this manpower thing and have gone as far as they can go," he said.

Tells of Station Forced Off the Air

Citing the seriousness of the technical shortage, Mr. Pengra said that he knew of one station that had been off the air for three weeks because it did not have a single first-class operator. It acquired a man for three days, but he left, and the station, as far as he knew, was off the air again.

The wage differential comes into the problem for the station in the small market, he cited. While many stations are using women and third-class operators, this has tended to alleviate conditions only in part, he said. The day of the "traveling engineer" going from station to station, may not be far off.

Small stations were urged to do a job of public relations with their local draft boards to emphasize the importance of continued service. It is not a question of the station's gain, he said, but the community's and the country's need.

The pending KPAS, Pasadena, test case wherein the union seeks increased payment for technicians on the ground that radio work is worth the same amount of money whatever the size of the station or city, was cited by Mr. Pengra as one having serious potentialities. He commended NAB Labor Relations Director Joseph L. Miller for intervening in this proceeding.

Because local stations are dependent largely on local business, he said they will be in an increasingly tough spot if that class of business dries up. He held out little hope for national advertising through normal channels, since secondary stations have gotten very little of it anyway. He urged scrutinty of plans whereby big name talent would be available to small stations along the lines proposed by the Keystone Broadcasting System, transcription network.

Urged Government Program Aid

Because it is an overall industry problem, Mr. Pengra suggested that the industry recognize it as such and see that a "patch is put on the industry's pants," as conditions appear to warrant. Like Chairman Fly, he held that wartime conditions are not wholly responsible for the plight of the 168 stations which lost money last year. The condition could be alleviated in some measure, he said, if the Government, instead of a subsidy, would provide stations with a format of war service programs, just as they provide mat service available for sponsorship to the newspapers.

Apropos placement of Government advertising, Mr. Pengra said small stations resent discrimination, but there is a great deal of divergence on paid time. He discussed the proposed Bankhead Bill to help small newspapers in a financial rut, and said that if such legislation were passed in their behalf, many small stations would want similar treatment.

Looking to the future, Mr. Pengra said that the plight of the small stations will not be alleviated after the war if the FCC pursues its present policy of free competition and indiscriminate licensing of stations. Small stations have a difficult problem of programming, he pointed out, since they usually maintain only one-man departments. The Petrillo ban likewise has hampered the stations tremendously, he said.

Concluding that the problem is too complex to hope for a general cure-all, Mr. Pengra said that he could mention no specific solutions. "The small station is like the dormouse. Its coverage is small, but its tale is enormous."

Work of Ad Council Described by Thomas

H. B. Thomas, vice-chairman of the Advertising Council and president of the Centaur Co., substituting for Chester La Roche, Advertising Council chairman, outlined the scope and activities of this voluntary organization's work and exhorted the industry to get behind its new phases. He pointed out that the work of the Council is not entirely philanthropic since advertisers who are supporting the war effort really are protecting their identities and brand names

WGY-LAND'S "Favorite EARLY-MORNING PROGRAM"

is the 6:30–6:45 a.m. show of Otis & Eleanor—quote from a survey conducted by G-E Market Research Section.

WGY NBC 50,000 WATTS

"We find these programs to be ideally suited to our particular needs." WSOC

● Programs prepared by the ASCAP Radio Program Service are salable and entertaining. Written by the best script writers in the business, they are available to any ASCAP-licensed station without cost. Write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

Mexico City

American and Mexican food. Low European Plan rates

For reservation and information, write Atlantic Hotel Service, Essex House, New York.

HOTEL
REFORMA
THE HOTEL OF TOMORROW

WIBW has developed America's most successful radio selling technique — "reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA

in which they have invested millions. [See story on page 10].

The Government serves as the "client" of all advertising in this campaign, with the Advertising Council as the contact man for media and Government, he said.

Opposition by OWI to Government-paid advertising was expressed by Andrew Dudley, chief of the OWI Campaign Section. "In the first place," he said, "it would take a staggering sum to buy time and space to do an effective war information job. If the Government paid for advertising on the radio alone last year the bill would amount to over $100,000,000 and space estimates run close to that figure, with an overall figure of close to $300,000,000 involved.

The appropriation of that amount of money would add to the present burdening tax load. Second, Mr. Dudley continued, "political pressure to buy time on every station and every newspaper would be employed. The entire suggestion smacks of government subsidy and the OWI is definitely on record against it.

Woodruff Supports Position of OWI

OWI's Domestic Branch has an appropriation of $9,000,000.

The OWI stand was vigorously supported by Mr. Woodruff, who followed Mr. Dudley on the rostrum. Mr. Woodruff reported the Committee had gone on record "against appropriation by congress of monies for paid advertising.

The Committee approved the distribution to all stations by the Treasury Department, the OWI, and other agencies, of program formats that could be sold to local or national sponsors. The committee requested the NAB Board to set up machinery providing for the pooling of salable ideas and to persuade Government agencies to make available radio formats similar to the mat service now provided newspapers.

The 21st annual meeting of the NAB was wound up by President Miller at the conclusion of the Thursday luncheon at which Col. William C. Bentley, executive officer of the Army Air Intelligence, spoke on the African air invasion. Col. Bentley was in charge of an invading paratroop force, was captured and later released by the French Army.

He revealed for the first time that there are 400,000 men and officers embracing all phases of radio communications, in the Army air force. He emphasized the vital role that radio played in the North African invasion, and during the course of his address told broadcasters how eagerly the troops in North Africa listen to American shortwave broadcasts. The War Conference was adjourned sine die at 3:10 p.m.

NAB President Neville Miller has been asked to serve on the Committee on the Archives of Radio, now being appointed. Archibald Crossley, Princeton, '17, is the chairman. The project is part of the plan of the Princeton Archives of American Civilization, formed to preserve important contemporary records.

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summers-Whan" Iowa Radio Survey covers all 99 counties, discloses 5-year trends in listening habits and preferences as to station and programs. Maps and *facts* on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

FM Broadcasters Inc., Gains 17 Members; Damm Reelected

ADDITION of 17 new members of the FM Broadcasters Inc. was announced by Walter J. Damm, W55M (WTMJ), Milwaukee, president of FMBI, at a meeting of the trade association Tuesday afternoon at the Ambassador Hotel in Chicago. The membership of the group now totals 41, and includes all but four of the commercial and experimental FM licensees.

In addition to Mr. Damm, Theodore C. Streibert, W71NY (WOR), New York, was re-elected vice president, and Robert T. Bartley, Yankee Network, secretary-treasurer. George Lang, chief engineer of W59C and WGN, was elected to the board of directors, replacing Lt. Com. Carl Meyers, formerly chief engineer of those stations and now serving as a lieutenant commander in the Navy.

Board Changes

Arthur B. Church, K49KC (KMBC), Kansas City, and Walter C. Evans, vice-president of Westinghouse, were elected to the board, replacing John Shepard 3d, Yankee Network, and Paul W. Morency, W53H (WTIC), Hartford. Reelected to the board were Mr. Damm, Mr. Streibert, Ray H. Manson, Stromberg-Carlson Mfg. Co. (WHAM), Rochester, N. Y.; Jack DeWitt, W47NV (WSM), Nashville; John V. L. Hogan, W59NY (WQXR), New York; Franklin M. Doolittle, W53H (WTIC), Hartford. The latter will serve as chairman of the engineering committee succeeding Mr. Hogan, and will be assisted by J. R. Poppele, chief of W63NY (WOR), New York.

The FMBI reviewed operations of the last year and announced that a survey will be made in the next few months among FM licensees in an endeavor to find out how these stations are faring under the present FCC rules. Dick Dorrance, who has been the FMBI Washington contact and editor of the FMBI Bulletin, will continue in that post.

The new members are: W69PH (WCAU), Philadelphia; W45V (WECA-WGBF), Evansville, Ind.; Worcester Telegram Publishing Co., Worcester, Mass.; K45IA (Don Lee); W49BN (WNBF), Binghamton, N. Y.; W75NY, New York W49D (WJLB), Detroit; Jansky & Bailey, Washington; W85A (WGY), Schenectady; Walker-Downing Adv. Agency, Pittsburgh; W67NY (WABC), New York; W67C (WBBM), Chicago; W49F, (WOWO-WGL), Ft. Wayne; W67B (WBZ), Boston; W57PH (KYW), Philadelphia; W75P (KDKA), Pittsburgh; W47NY, New York.

200 GETTING SPOTS FOR WILLKIE BOOK

FOLLOWING closely Walter Winchell's announcement that Wendell Willkie's new book *One World* broke all publishing records with a five-day sale of 300,000 copies, comes an announcement from Northwest Radio Adv Co., Seattle, that radio will now be used to promote the sale of the book. Simon & Schuster, whose *Your Income Tax* broke all sales records last year, publish *One World*. One-minute, five-minute, and fifteen-minute programs will be used from one to five times daily.

Approximately two hundred stations will be added May third. The following stations have already received orders:

KPO WGN KXA KINY KEVR KVI
WSNY WTIC WHAS WSB WLS WFAA
WCOA KHJ KTKN KEUB KOVO KLO
KROW WHBY WJAG KUJ KRLC KWJJ
KXEL WCLS WPRO WKBZ KMPC KYA
KFVD KPAS KRE KFBK KXL KRKD
KTKC KMTR WHO KWKH WWL WSM
WNAX WDAY WIBC WPEN WAAF
WSPR KUTA WOL WCFL KWK WINX
WHEB KOAM KOWH KARK KFYR
KGHL KOB KVOD KVOR KXOK WAAT
WBAL WHKC WINS WIS WMIN WTAR
WWDC WDEL WILM WEST KSO KRNT
WMT KTAR KVOA KFRE WTCN WIBA
KRIC KOA KYW WBZ WENR WWVA
WRVA WOLF KPRC KRLD WCAU
WHAM CKLW WWSW KTFI WGAN
WKRC WREN WJTN KIDO KELA WDSU
WHBU WFIL WWNC WFDF WXYZ
WAGE WCAR WOR WIBW KWFT KFRC
KHJ.

A. B. Miller Reelected

CLEAR CHANNEL Broadcasting Service at its annual meeting last Tuesday at the NAB War Conference reelected its present officers: Director, Allan B. Miller; chairman, Edwin W. Craig, WSM, Nashville; vice-chairman, Joe Maland, WHO Des Moines; treasurer Harold Hough, WBAP, Ft. Worth. The executive board, comprising Messrs. Craig, Hough, Maland and Mark Ethridge, WHAS, Louisville was instructed to explore the possibilities of additional service in the war effort by the clear channels stations. The group discussed the war effort programs with emphasis on reaching the rural audience.

C-P-P STARTS NBC SATURDAY SER

COLGATE - PALMOLIVE - P
Co., Jersey City, will fill Satu
10-10:30 p.m., on the full NBC
work, with a program feat
Barry Wood and the "D
Daters" mixed quartet. Prog
The Million Dollar Band, will
May 29 for Palmolive soap. A
piece orchestra will be led by
conductors.

Five diamond rings from
fany's New York, will be given
week to women sending in
requests accompanied by le
Playing of request numbers wi
delayed due to censorship.

Bill Stern's *Sports Newsreel
the Air* for Colgate Shaving Cre
moves May 28 to Friday, 10:
10:45 p.m., on NBC.

C-P-P is reported contempla
purchase of 7-7:30 p.m. on Sat
days.

Ted Bates Inc., New York, h
dles Palmolive; Sherman & M
quette, Chicago, Colgate Sh
Cream.

CBS Adds Five Statio In Illinois and Flori

FIVE STATIONS will join C
soon bringing the network's list
affiliates to 129. Illinois out
joining May 2 are WSOY, Decat
WTAX, Springfield; WDW
Champaign, and WDAN, Danvi
A new Florida station is WA
Ft. Meyers. WSOY will be sold
a package with WTAX. WD
and WDAN will also be avail
as a package. All four will
special basic supplementaries
CBS.

WAAC will be a special b
station to the network's Flo
Group.

Centaur Starts Spr Campaign; May Incre

CENTAUR CO., division of S
ling Drug Inc., will start its
nual spring and summer camp
for ZBT Baby Powder May
with a slight increase in time p
chase over last year. Schedule
cludes twice-weekly participa
on Adelaide Hawley's *Wom
Page of the Air* on WABC, N
York, and three-a-week N
Sportscaster, which will be br
cast in mid-May on the T
Quality Network and possibly
where. Company is considering
tensive use of radio on a reg
basis, following its successful
of this medium in exploiting
ler's Children," but has annou
no details of its plans as yet.

GEORGE C. BIGGAR, progra
rector of WLW, Cincinnati, st
his 20th year in radio May 1.

**Radio DOES
Sell for Retail Sto**
SEE BACK INSIDE CO

WHAT DOES
KMBC do
LOCALLY? See B
Inside C

XUM

AB'S NEWLY-FORMED public relations committee began functioning st Monday at its organization meeting (l to r): Leslie W. Joy, KYW, hiladelphia; George Crandall, CBS, New York; Edgar L. Bill, WMBD, oria, chairman; Craig Lawrence, KSO, Des Moines; Willard Egolf, sistant to president, NAB. Second row (l to r): Walter Dennis, NAB; ern Tips, KPRC, Houston; John F. Patt, WGAR, Cleveland; Frank M. ssell, NBC, Washington; Ed Twamley, WBEN, Buffalo.

Radio Promotion Campaign Adopted

AN AGGRESSIVE public relations campaign for the broadcasting industry during the coming year was approved by the newly appointed NAB Public Relations Committee at its organization meeting in Chicago last Monday preparatory to the NAB War Conference sessions.

At a four-hour meeting the Committee, headed by Edgar Bill, WMBD, Peoria, outlined policies to guide the association's activities, directed by Willard D. Egolf, assistant to President Neville Miller and in charge of public relations. Covered were such matters as radio's role in the war, religious broadcasts, cooperation with trade groups, industry awards, station public relations practices and expanding NAB'S Speakers Bureau.

Make Research Simple

(*Continued from Page 9*)

es for morning, afternoon and ght time.

I mentioned that such surveys e currently limited to about 50 ies in the United States. I am t going to recommend or oppose ir extension but here again I uld simply like to stress the ue of any such measurements to tion management. Research may ovide useful ammunition for les and promotion but it is somees just as useful to station management in pointing out weaknesses ich may exist in program strucre, specific talent appeal, comercial handling, station policy and e like.

Nielson Index

Some of you may be familiar th the Nielson Radio Index or dimeter which is one of the lat- developments in radio research. is is a mechanical device which n be attached to any radio set d reveals a record of the time listening and stations tuned in er a period of a week or even month. Records from these auditers make possible minute-bynute analysis of programs and actually reveal a profile of the vertiser's program and his comrcial announcements. Such inmation is obviously of value to elligent program producers and dio writers.

While I have great respect for s method of measuring programs believe that even an automatic rding device has its limitations the resulting data must be fully scrutinized and interpret- Just to be critical here are some the questions which occur to me connection with automatic reding devices:

ere seems to be no proof that le are consciously listening to radio all the time that it is on. recording device may reveal the set is in use but there be no person in the room at time it is in operation. Simiy, it might be charged that people who have audimeters in their homes may become conscious of the fact that their listening is being measured and this might affect their listening habits. The automatic recording device will not reveal identification or misidentification of program or sponsor.

Extremely Expensive

Automatic recording devices are extremely expensive and we must question value of findings in relation to their cost. I am sure the cost would be prohibitive, for example, to set up an adequate sample of automatic recording devices in every county of the U. S. for the purpose of measuring station coverage. Measuring one section of the country at a time with a constant sample may be subject to criticism and I believe that research authorities could argue at some length on the pros and cons of a constant sample such as Nielsen has set up and a changing sample such as Fortune and Gallup use. Here again, the constant sample may be subject to the criticism that people might be conscious of the fact that their actions are being measured.

A number of advertising agencies have contributed a great deal to radio research. At Young & Rubicam for example, our research department has developed techniques for measuring the component parts of programs in what we call our "radio profile studies". Radio profile studies may be described as a continuous measurement of the rise and fall of listeners' interest in a program as that specific program is broadcast. For the purpose of providing such measurements a device which we call a program barometer has been perfected. This barometer or voting machine reveals instantaneously and continuously the average interest of the selected group of listeners to the program as they actually listen to the show. The barometer plots a curve which reveals in summary the minute-by-minute likes and dislikes of the entire listening group.

Automatic recording devices, listener panel surveys, program barometers and the like are, I believe, very significant trends in radio research because they make possible qualitative as well as quantitative analysis of radio programs. I believe there will be considerably more protesting of programs. I believe there will be more analysis of individual programs in terms of their component parts such as comedian versus singer, dramatic versus music, dramatized commercial versus straight commercial, etc. It is reasonable to hope that in the not-too-distant future many of us will have information at hand with which to predict the success or failure, if not the actual rating, of individual programs even before they go on the air.

'Know Thyself'

And this leads me to the final thought I would like to leave with you, which might be summarized in the two words "know thyself". A research point of view on the part of station management is, to my way of thinking, a very desirable and healthy outlook. The only way that improvements can be made is to first discover where and why the improvements should be made. In other words, what are the weaknesses or deficiencies.

I know that I speak for a large group of timebuyers when I tell you that I am more impressed with an honest, straight-forward presentation of facts than I am by glittering generalities and unsupportable claims of leadership. It has been my observation that most surveys either simply confirm what everyone knows anyhow or claim what nobody can believe, and if I were you I wouldn't be either too proud or too ashamed of their findings. Make good use of the findings but don't misuse them. And remember also, however much you may doubt it at times that we on the buying side of radio are also human.

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350 Madison Avenue, New York
Representatives

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NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

Wholesale trade? $80 million in two "home" counties alone!
WHBF
The 5000 WATT Voice of the Tri-Cities
Affiliate: Rock Island ARGUS
MUTUAL NETWORK · 1270 KC

OFFICIAL REGISTRATION AT NAB WAR CONFERENCE

FOLLOWING are the official registration lists at the NAB War Conference with the exception of a few late arrivals:

Abbott, Earl G., General Electric Co., Chicago
Abeloff, Irvin G., WRVA, Richmond
Adair, George P., FCC, Washington.
Adams, Harry E., WIBC, Indianapolis, Ind.
Adams, Wm. J., WCHS, Charleston, W. Va.
Adcock S. E., WROL, Knoxville, Tenn.
Adell, Charles, Weed & Co., Chicago
Akerberg, Herb, WABC, New York
Albertson, Roy L., WBNY, Buffalo
Alburty, E. A. (Bob), WHBQ, Memphis
Allen, Edwin C., WIBA, Madison, Wis.
Allen, Philip P., WLVA, Lynchburg, Va.
Alley, J. Lindsey, WHIS, Bluefield, W. Va.
Alligreen, Mrs. Oscar, Indiana
Allison, John D., Headley Reed Co., New York
Anderson, Dave, *Chicago Sun*, Chicago
Angell, James P., NBC, New York
Appley, L. A., WMC, Memphis
Armstrong, A. N., Jr., WCOP, Boston
Arney, C. E., Jr., NAB, Washington
Arnoux, Campbell, WTAR, Norfolk, Va.
Ashby, A. L., Judge, NBC, New York
Aston, Sil M., Howard H. Wilson Co., Chicago
Atlass, Ralph L., WIND, Chicago
Atteberry, Ellis, KCKN, Kansas City, Kan.
Atwell, Lyman, *Chicago Tribune*, Chicago
Avery, Lew, NAB, Washington
Azcarraga, Emilio, Mexico City

Bailey, Mildred, WTAG, Worcester, Mass.
Baird, Larry, WWL, New Orleans
Baker, Tom, WLAC, Nashville
Balch, Owen, KSAL, Salina, Kan.
Baldwin, John M., KDYL, Salt Lake City
Baltimore, Abe C., WBRE, Wilkes Barre, Pa.
Bannerman, Glen, CAB, Toronto
Barber, James A., KGVO, Missoula, Mont.
Bartley, Robert T., WNAC, Boston
Batchelder, Harold W., WFBR, Baltimore
Baudino, Joseph E., Westinghouse Radio Stations, Inc., Philadelphia
Bauriedel, Capt. John G., KUIN, Grants Pass, Ore.
Bausman, Robert E., WISH, Indianapolis, Ind.
Baylor, Ben B., Jr., WMAL, Washington
Beadell, Walter, Joseph Hershey McGillvra, Inc., Chicago
Beaver, Cecil K., KARK, Little Rock, Ark.
Beavers, Wallace, WCOL, Columbus
Becker (Mrs.), Aurelia S., WTBO, Cumberland, Md.
Beckwith, Arthur H., AMP, New York
Beeson, Sterling B., Headley Reed Co., New York
BeLoungy, J. J., WBT, Charlotte, N. C.
Beltz, W. H., Washington
Bennett, Sam H., KMBC, Kansas City
Benson, John, AAAA, New York
Bentley, Julian, WLS, Chicago
Bentley, Wm. C., Army, Washington
Berend, Frank A., NBC, Hollywood.
Berk, S. Bernard, WAKR, Akron
Berk, Mrs. S. Bernard, WAKR, Akron
Biggar, Geo. C., WLW, Cincinnati
Bigman, Sonya, Time ,Inc., Chicago
Bill, Edgar L., WMBD, Peoria, Ill.
Binns, F. David, WLAC, Nashville
Birdwell, Jay W., WBIR, Knoxville, Tenn.
Bishop, Frank L., KFEL, Denver
Bitner, Harry M., WFBM, Indianapolis
Bitner, Harry M., Jr., WFBM, Indianapolis
Black, Elizabeth, The Joseph Katz Co., New York
Blair, John, John Blair & Co., Chicago
Blair, Milton, Adv. Council
Blatter, Frank, WBBM, Chicago
Blink, Milton, Standard Radio, Chicago
Bliss, Sidney H., WCLO, Janesville, Wis.
Bloom, Joseph, Forjoe & Co., New York
Blumenstock, George, WSKB, McComb, Miss.
Bockoven, L. F., Western Electric, New York
Bodec, Ben, *Variety*, Chicago
Boe, Bergi, MacFarland Aveyard, Chicago
Boice, Hugh K. WMBD, Peoria, Ill.
Boland, Walter M., General Electric, San Francisco
Boler, John W., NCBS, St. Paul
Bolling, Geo. W., John Blair & Co., New York
Bondurant, E. Hale, WHO, Des Moines
Bonebraker, Matthew H., KOCY, Oklahoma City
Boniel, Robert D., Edward Petry & Co., Chicago
Booton, Fran H., WDZ, Tuscola, Ill.
Born, Hiram H., WHBL, Sheboygan, Wis.
Bowden, James L., WKBN, Youngstown
Bowes, Frank, WBZ-WBZA, Boston
Boynton, Stan. G., Stanley G. Boynton, Detroit
Brackett, Quincy A., WSPR, Springfield, Mass.
Bradham, Douglass M., WTMA, Charleston, S. C.
Brandburg, Gustav, KVOO, Tulsa
Brant, E. L., United Press, Chicago
Bratton, Verl, WREN, Lawrence, Kan.
Breen, Edward, KVFL, Fort Dodge, Ia.
Broderick, Gertrude, FREC, Washington
Brown, Chas. B., NBC, New York
Brown, Gordon P., WSAY, Rochester
Brown, Kenyon, KOMA, Oklahoma City
Brunton, Ralph R., KQW, San Francisco
Brunton, Sherwood B., KJBS, San Francisco
Buckley, Richard D., John Blair & Co., New York
Burbach, George M., KSD, St. Louis
Burke, Bob, WMBH, Joplin, Mo.
Burke, Charles G., WJR, Detroit
Burke, Frank, *Radio Daily*, Chicago
Burke, Harold C., WBAL, Baltimore
Burke, Harry D., WOW, Omaha
Burkland, Carl, WTOP, Washington
Burrows, Don S., WBNS, Columbus
Burns, Betty, *Chicago Sun*, Chicago
Burton, Don A., WLBC, Muncie, Ind.
Buttram, John W., WHMA, Anniston, Ala.

Cagle, Gene L., Texas State Network, Ft. Worth
Caldwell, Louis C., Washington
Caldwell, P. G., General Electric, Los Angeles
Call, Virginia, *Broadcasting*, Chicago
Callahan, Leonard D., Treasury-SESAC, New York
Callahan, Walter A., WSAI, Cincinnati
Callaway, J. Harry, WHAS, Louisville
Camp, Harry, WGAR, Cleveland
Campbell, Eldon, WOWO-WGL, Ft. Wayne, Ind.
Campbell, Martin, WFAA-KGKO, Dallas
Campbell, Wendell B., KMOX, St. Louis
Carlson, Leonard T., WKBB, Dubuque
Carman, Frank C., KUTA, Salt Lake City
Carpenter, H. K., WHK, Cleveland
Carpenter, James D., WKBB, Dubuque
Carpenter, Johnny, KALE, Portland, Ore.
Carpenter, Ollie L., WPTF, Raleigh, N. C.
Carr, Gene, Office of Censorship, Washington
Carrigan, Joseph B., KWFT, Wichita Falls, Tex.
Cartwright, Wm. H., Edward Petry & Co., Detroit
Case, T. Fred, KWON, Bartlesville, Okla.
Cavanaugh, C. C., KTBI, Tacoma, Wash.
Cavanagh, N. J., Roche, Williams & Cunningham, Chicago
Cavey, F. A., WWL, New Orleans
Chamberlain, Paul L., General Electric, Schenectady, N. Y.
Chapman, Alger, Alvord & Alvord, Washington
Chartoc, Shephard, WBBM, Chicago
Chernoff, Howard L., West Virginia Network, Charleston, W. Va.
Chilton, Ruth, WSYR, Syracuse, N. Y.
Chizzini, Frank E., NBC Radio Recording, Chicago
Christol, Henry I., Edward Petry Co., Inc., New York
Church, Arthur B., KMBC, Kansas City
Clark, George W., WLW, Chicago office
Clark, M. Joe, Ottawa, Canada
Clark, Plez S., KFH, Wichita, Kan.
Clark, William D., British Information Service, Chicago
Clarkson, Robert J., Columbia Recording Corp., New York
Clements, C. C., KYSM, Mankato, Minn.
Clifford, Marie E., WHFC, Cicero, Ill.
Cline, William R., Hammond-Calumet Broadcasting Corp., Chicago
Clipp, Roger W., WFIL, Philadelphia
Cloney, Capt. W. T., 1st Service Command, Boston
Coffman, Dale, WGY, Schenectady, N. Y.
Cohan, E. K., CBS, New York
Cohen, Lester, Hogan & Hartson, Washington
Cohen, Philip H., OWI, Washington
Coleman, George D., WGBI, Scranton, Pa.
Collins, J. M., Ascap, New York
Condon, William B., Wade Adv. Agency, Chicago
Conley, John B., WOWO-WGL, Fort Wayne, Ind.
Connolly, Thomas D., CBS, New York
Connor, Richard, OWI, Washington
Conroy, James J., WDSM, Duluth, Minn.
Cook, Chas. R., WJPF, Herrin, Ill.
Cook, Wayne N., WCAR, Pontiac, Mich.
Coons, Sheldon, NAB, New York
Corderman, Roy, OWI, Washington
Cosby, Clarence G., KXOK, St. Louis, Mo.
Coulson, W. Lee, WHAS, Louisville
Coulter, Douglas, CBS, New York
Coure Hene, Homer B., WLS-WEBNR, Tinley Park, Ill.
Courtney, Paul, WBBM-CBS, Chicago
Coveny, Carleton E., John Blair Co., Los Angeles
Covington, Bill, WCOV, Montgomery, Ala.
Cox, H. Q., KEX, Portland, Ore.
Cox, Leonard C., WSAR, Fall River, Mass.
Craig, William F., WLBC, Muncie, Ind.
Crain, Merray, *Advertising Age*, Chicago
Crandall, George, WABC, New York
Cranston, George, WBAP-KGKO, Fort Worth
Creut, John, WPB, Washington
Crews, Albert, NBC, Evanston, Ill.
Cribb, Wayne W., WHBL, Sheboygan, Wis.
Croghan, Art H., WJBK, Detroit
Crook, Frank F., WFCI, Pawtucket, R. I.
Crosier, Davis F, Howard H. Wilson Co., New York
Crowell, Henry C., WMBI-W75C, Chicago
Crowther, Frank, WMAZ, Macon, Ga.
Cruisenberry, Jim, WBBM-CBS, Chicago
Culligan, E. M., WMC, Washington
Culmer, Claud, Treasury-SESAC, New York
Cummings, Harry E., Station Rep., Jacksonville, Fla.
Cummings ,W. H., WENR, Chicago
Curnutt, Allan, WCLO, Janesville, Wis.

Dabadie, Roy Joseph, WJBO, Baton Rouge
Dahl, Howard, WKBH, La Crosse, Wis.
Dameron, Kenneth, Common Consumer's Info.
Damm, Walter J, WTMJ, Milwaukee
Daniel, Harben, WSAV, Savannah
Daugherty, C. F., WSB, Atlanta
Davenport, James A., WATL, Atlanta
David, William R., General Electric Co., Schenectady, N. Y.
Davis, Charles E., WWPG, Palm Beach, Fla.
Davis, Elmer, OWI, Washington
Davis, George C., George C. Davis, Washington
Davis, John W., Headley Reed Co., Chicago
Dawson, Stuart V., Young & Rubicam, Inc., Chicago
Dean, Lorraine, *The Advertiser*, New York and Cincinnati
DeMotte, John B., WSFA, Montgomery, Ala.
Dennis, Walter L., NAB, Washington
Denny, Charles, FCC, Washington
Denny, Charles E., WERC, Erie, Pa.
Denny, Herbert, Standard Radio, Dallas
Dettman, Robert A., KDAL, Duluth, Minn.
Dewing, Harold L., WCBS, Springfield, Ill.
Dieringer, Frank A., WFMJ, Youngstown
Dirks, Dietrich, KTRI, Sioux City
Dixon, John J., WROK, Rockford, Ill.
Dobyns, C. Merwin, KGER, Long Beach, Calif.
Doheny, Toby C. W., Standard Rate, Chicago
Doolittle, Franklin M., WDRC, West Hartford, Conn.
Doran, Dorothy, *Akron Beacon-Journal*, Akron
Dorrell, Ward W., C. E. Hooper, Inc., New York
Downs, Adm. John, U. S. Navy, Chicago
Draughon, Jack M., WSIX, Nashville
Draughon, Louis R., WSIX, Nashville
Dudley, Andrew, OWI, Washington
DuMond, Jack, KXEL, Waterloo, Ia.
DuMond, Joe, KXEL, Waterloo, Ia.
Duncan, L. J., WDAK, West Point, Ga.
Dunville, Robt. E., WLW-WSAI, Cincinnati
Dupuy, R. Ernest, U. S. Army, Wa
Duram, George T., H. W. Kastor &
Chicago

Eatherton, James L, WCBI, Columbu
Eaton Joe, WHAS, Louisville
Ebener, Charlotte, International
Chicago
Ebner, Shirley, Trans Radio Press,
Eggleston, Joe C., WMC, Memphis
Egolf, Willard D., NAB, Washingto
Eighmey, F. C., KGLO, Mason City,
Eiselein, Jos., RCA, Camden, N. J.
Ekrem, T. C., KVOD, Denver
Elbroch, Rae B., Franklin Bruck
Corp., New York
Elescue, Sergeant, Washington
Elias, Don S., WWNC, Asheville, N. C.
Elliott, Walter E., Elliott-Haynes L
Toronto, Canada
Ellis, Girard D., Columbia Recording C
Chicago
Elmer, John, WCBM, Baltimore
Elvin, Ralph G., WLOK, Lima, O.
Elwood, John W., NBC, San Francisc
Enns, H. Ted, Iowa Broadcasting Co.,
Moines
Enoch, Robert D., KTOK, Oklahoma Ci
Erbes, Bill, *Printers Ink*, Chicago
Esau, John, KTUL, Tulsa
Esoner, C. Lloyd, NBC-Thesaurus,
York
Essex, Harold, WSJS-W41MM, Win
Salem, N. C.
Esten, Perry W., WGRC, Louisville
Evans, Haydn R., WHBY, Green Bay, W
Evans, Ralph, WHC-WUC, Davenport,
Evans, T. Arthur, CAB, Toronto, Ca
Evans, Tom L., KCMO, Kansas City, Mo
Everson, Carl M., WHKC, Columbus, O.

Fair, Harold C., WHO, Des Moines
Falk, Lee, OWI, Washington
Falknor, Frahk B., WBBM, Chicago
Falvey, Jack, KBIZ, Ottumwa, Ia.
Fast, Herman E., WKRC, Cincinnati
Faust, Holman, U. S. Navy, Chicago
Fay, Wm., WHAM, Rochester, N. Y.
Fellows, Harold E., WEEI, Boston
Feltis, Hugh, KOIL, Omaha
Fetzer, John E., WKZO, Kalamazoo
Fifer, C. Arthur, WTAD, Quincy, Ill.
Finney, C. M., AMP, New York
Fisher, Bennett I., KOMO-KJR, Seattle
Fishman, Milton, Trans Radio Press,
cago
Fitzgerald, John D., NAM, New York
Fitzpatrick, Jack, NAB, Chicago
Fitzpatrick, Leo, WJR, Detroit
Fitzpatrick, Paul E., WEBR, Buffalo
Flaherty, Eugene T., KSCJ, Sioux City,
Flanagan, Wm. Lyle, KSO-KRNT,
Moines
Flanagan, Ed Y., WSPD, Toledo
Fletcher, J. Earle, KAND, Corsicana,
Fly, James L., FCC, Washington
Fohy, A. A., KABR, Aberdeen, S. D.
Fontaine, John E., Nelson Chesman
Chattanooga
Ford, Ann, *Chicago Tribune*, Chicago
Ford, Fred H, WWPG, Palm Beach, Fla
Foreman, Edwin G., Jr., The Foreman
Chicago
Forster, Maj. Ralph, British Army
Forte, Blossom, *Chicago Sun*, Chicago
Foster, Gerald P., WDZ, Tuscola, Ill.
Foster, Ralph D., KGBX, Springfield,
Fox, Katherine, WLW-WSAI, Cincinnati
Fox, S. S., KDYL, Salt Lake City
Franco, Carlos, Young & Rubicam,
York
Frank, Nathan, WCBT, Roanoke
N. C.
Frank, Reed, Wm. G. Rambeau Co.,
Frase, Ed. C., WMC, Memphis
Frazier, Howard S., NAB, Washington
Freeman, Chas. M., WLS, Chicago
French, Carlin S., WTMV, East St.
Ill.
Fierdenthal, Freddy, WJR, Detroit
Frey, George H., NBC, New York
Fricke, Wm. A., American Assn. of
Agencies, New York
Fry, Paul R., KBON, Omaha
Fuqua, J. B., WGAC, Augusta, Ga.

Gaines, James M., NBC, New York
Gallagher, John L., WHBY, Appleton,
Gallaher, H. T., FCC, Chicago
Gamble, Fred R., AAAA, New York
Gammons, Earl H., WTOP, Washington
Garber, John A., Strawbridge &
Philadelphia
Garber, Milton B., KCRC, Enid, Okla.
Gatchell, Creighton, WGAN, Portland,
Gavin, Tom, WIRE, Indianapolis
Gaynor, Simms, Trans Radio Press,
Geddes, Bond, RMA, Washington
Gehkes, F. A., WGBF, Evansville, Ind.
Gemoets, E. L., KTSM, El Paso
George, Carl E., WGAR, Cleveland
Giles, Theodore A., WMBD, Peoria, Ill.
Gillette, Lee, WAAF, Chicago
Gillin, John J., WOW, Omaha
Gilman, Don E., KGO, San Francisco
Gilmore (Mrs.), Mary Elizabeth,
Portland, Ore.
Gimbel, Benedict, WIP, Philadelphia
Gittinger, Wm. C., CBS, New Yor
Given, Helen, WLBJ, Bowling Green,
Given, Ken, WLBJ, Bowling Green,

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XUM

OTHING TO SELL (now) but plenty to talk about animated this tingent from Western Electric and Graybar at the NAB War Conrence in Chicago (first row, l to r): D. B. McKey; H. N. Willets; Wallace; L. E. Walker. Second row, William Whitmore; W. E. Junker, F. Bockoven; H. F. Scarr.

le, Earl J., KSL, Salt Lake City
gow, R. Lee, WACO. Waco, Tex.
man, A. L., KLO, Ogden, Utah.
ser, Glenn O., Convention Bureau, Cin- innati
vin, E. J., U. S. Army, New York
son, W. L., KPRO. Riverside, Calif
ldard, Fred G., KXRO, Aberdeen, Wash.
den, David T., *Standard Adv. Register*, Chicago
dman, Norman, **Broadcasting**, Washington
odkind, M. Lewis, Goodkind, Joice & Morgan, Chicago
rdon, James E., WNOE, New Orleans
rdon, John, Needham, Louis & Brorby, Chicago
rdon, Ken, KDTH, Dubuque, Ia.
tlieb, Lester, MBS, New York
gh, Emile J., Treasury-SESAC, New York
lden, Stanley W., RCA, Camden, N. J.
bhorn, Murray B., WJZ, New York
ham, Arthur W., WKST, New Castle, Pa.
ham, Louis L., KFJZ, Ft. Worth
en, Nat, *Billboard*, Chicago
en ,Truman, WFLA, Tampa, Fla.
nebaum, Milton L., WSAM, Saginaw, Mich.
enlee Howard N., WAOV, Vincennes, Ind.
gory, S. D., WEAF, New York
erson, John, Ottawa, Canada
gnon, G. W., WISN, Milwaukee
mes, Harold E., KOME, Tulsa
ss, Irvin, Edw. Petry & Co., Chicago
ss, Jack O., KFMB, San Diego
le, John G., CBS, New York
n, Buckingham, J. Walter Thompson, Chicago
yer, R. Sanford, Piedmont Broadcasting Corp., Danville, Va.

se, Walter, WDRC, Hartford, Conn.
ckett, C. H., WINS, New York
enah, Gus, SESAC-Treasury, New York
ger, Kolin D., WGY, Schenectady
man, Clarence T., WTCN, Minneapolis-St. Paul
n, Geo. R., KSOO-KELO, Sioux Falls, S. D.
d, Allen, WHIZ, Zanesville, O.
ll, Hugh, A. L., WOAI, San Antonio
ey, George E., KMBC, Kansas City, Mo.
milton, Ann, WLBJ, Bowling Green, Ky.
nlin, Edward W., KSD, St. Louis
nce, Ken M., KSTP, St. Paul
nna, Michael R., WHCU, Ithaca, N. Y.
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son, Elmer O, KILO, Grand Forks, N. D.
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rbuveaux, Jules, NBC, Chicago
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Price, Jack, WBNS, Columbus, O.
Priebe, Robt. E., KRSC, Seattle
Pugliese, Norma, Broadcasting, Washington, D. C.
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Pyle, Kay W., KFBI, Wichita, Kans.

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Quentin, Chas. F., WMT, Cedar Rapids, Ia.

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Russell, Mrs. F. M., WRC, Washington, D. C.
Russell, Roy L., WOPI, Bristol, Va.
Ryan, J. Harold, WSPD, Toledo
Ryan, Wm. B., KECA-KFI, Los Angeles
Ryder, Les, WCED, Dubois, Pa.

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Sedgwick, Harry, CAB, Toronto, Can.
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Stoer, E. Maxwell, WBAL-WISN-W
New York
Stone, Earl J., WELL, Battle C
Mich.
Stone, Harry, WSM, Nashville
Stone, Peggy, Spot Sales, Inc., New Y
Stoner, Brig. Gen. F. E., Washi
D. C.
Stool, Irwin C., WELL, Battle C
Mich.
Stoughton, Milton W., WSPR, Sprin
Mass.
Stovin, Horace N., Radio Reps., To
Canada
Stringer, Art, NAB, Washington, D.
Stubbs, T. F., KFNF, Shenandoah,
Stuht, William B., KJR, Seattle
Summerford, D. C., WHAS, Louisv
Summerville, W. H., WWL, New O
Swanson, Fred W., J. L. Stewart Ag
Chicago
Swars, M. Lawrence, Walter P. B
Assoc., Inc., New York
Swicegood, Jess, WKPT, Kingsport,

Taft, Archie, Jr., KOL, Seattle
Taishoff, Sol, Broadcasting, Wash
D. C.
Tank, Herbert F., WWJ, Detroit
Tanner, E. S., WSIX, Nashville
Tappe, Louis E., Lang-Worth, New
Taylor, Herman D., WTIC, Ha
Conn.
Taylor, Dale, WENY, Elmira, N. Y.
Templeton, Harry G., WLS, Chica
Terry, Hugh B., KLZ, Denver
Thomas, Chester L., KXOK, St. Lou
Thomas, Harold B., Advertising C
New York
Thomas, Morris W., KOMA, Oklaho
Thomas, P. M., WJR, Detroit
Thomason, A. M., United Press, Ch
Thompson, C. Robt., WBEN, Bu
Thompson, James S., CBC, Ottawa
Thoms, Harold H., WAYS, Ch
N. C.
Thornburgh, Donald W., KNX,
Angeles
Thornley, Howard W., WFCI, Paw
R. I.
Tips, Kern, KPRC, Houston
Tompkins, M. E., BMI, New York
Toothill, John A., Burn-Smith Co.,
cago
Trammell, Niles, NBC, New York
Travers, H. Linus, WNAC, Welles
Mass.
Treacy, Jack, NBC Recording, New
Trump, Jess, Standard Rate & Da
ice, Chicago
Tucker, Irwin St. J., Herald-Am
Chicago.
Tully, John C., WJAC, Johnstown,
Twamley, Edgar H., WBEN, Bu

ke, Owen F., WJR, Detroit

ston, Dorothy, General Sound Corp., New York
n Konynenburg, F., WTCN, Minne- apolis
n Volkenburg, Jack L., WBBM, Chi- cago

ghan, Carl, KPAC, Port Arthur, Tex.
ghn, Walter, WHO-WOC, Davenport, Ia.

Leonard A., WLAV, Grand Rapids, Mich.

ddell, Hal, WJW, Akron
gman, Muriel, Scrensen and Co., Chi- cago
gner, James A., WHBY, Green Bay, Wis.
gner, Paul E., WPAY, Portsmouth, O.
rstaff, W. E., KDYL, Salt Lake City
ales, Lee B., Westinghouse Radio Sta- tion, Philadelphia
lker, L. E., Graybar Elec. Co., Rich- mond
lker, Wallace A., WJHP, Jacksonville, Fla.
lker, Wythe, The Walker Co., Chicago
llace, Douglas, Graybar Electric Co., New York
llace, Forrest P., WWJ, Detroit
llace, Thomas J., WOW, Chicago
ller, Judith C., NBC, Chicago
rd, J. T., WLAC, Nashville
rd, G. Pearson, KTTS, Springfield, Mo.
ner, G. S. "Pete," KQV, Pittsburgh
tson, Carl M., Wartime Information Board, Ottawa, Canada
tson, Loren L., Spot Sales, Inc., New York
tters, M. C., WCPO, Cincinnati
y, Wm. B., KVOO, Tulsa
aver, Phil, WKPT, Kingsport, Tenn.
ed, Joseph J., Weed and Co., New York
ed, Neal C., Weed & Co., Chicago
l, Paul S., Communications, Chicago
l, Ralph N., WOV, New York
land, Jonas, WFTC, Kingston, N. C.
ner, M. J., WNEW, New York
s, Pierre, Lang-Worth, New York
s, Lewis Allen, Don Lee Broadcast- ing System, Hollywood
is, Morris, WPB, Washington, D. C.
ch, William T., WSAR, Fall River, Mass.

llington, Lindsay, BBC, New York
st, Paul, ANA
stlund, Art, KRE, Berkeley, Calif.
alley, John F., WMAQ, Chicago
an, Forrest, Wichita, Kans.
ite, Jerry G., WFMD, Frederick, Md.
ite, Max H., KWNO, Winona, Minn.
itehead, Henry C., WTAR, Norfolk, Va.

iting, Lee L., WWGY, Minneapolis
itlouk, Edw. S., WRNL, Richmond
itmore, W. E., KGFL, Roswell, N. M.
itmore, Will, Western Electric, New York

z, Gunnar O., WHEC, Rochester, N. Y.

der, Harry C., WSYR, Syracuse
y, Mrs. C. C., Champaign, Ill.
hoit, Herb, Associated Press, Chicago
kins, Dayton S., WJTN, Jamestown, N. Y.
kins, Joseph P., KFBB, Great Falls, Mont.

lard, A. D., Jr., WBT, Charlotte, N. C.
lets, H. N., Western Electric Co, New York

liams, Austin, WFMJ, Youngstown, O.
liams, E. M., United Press, Chicago
liams, Tod, WSPD, Toledo, O.
liams, "Doc" W. V., WBLJ, Dalton, a.

liamson, W. J., Jr., WKBN, Youngs- wn, O.

son, Alexander W., WOPI, Bristol, enn.-Va.

son, Fletcher, Chicago Sun, Chicago
son, Geo. E., Howard H. Wilson Co., hicago

son, Howard H., Howard H. Wilson o., Chicago

son, Paul, Wm. G. Rambeau Co., New ork

g, Jerry H., KROC, Rochester, Minn.
gard, Lloyd, WGAR, Cleveland
ger, Earl W., WDOD, Chattanooga
ner, Louis, Communications, Chicago
ston, P. H., Selective Service, Wash- gton, D. C.

tanen Chas. W., WIBM, Jackson, ich.

ford, Kelly, KRIS, Corpus Christi, Tex.
, Sylvia, KSOO-KELO, Sioux Falls, D.

ers, Larry, WGN-MBS, Chicago
d, Helen, WIBX, Utica, N. Y.
druff, Jim W., Jr., WRBL, Columbus,

s, Mark, WJZ, New York
s, Woody W., WHO, Des Moines
yard, Ronald B., WING, Dayton, O.
ten, Hoyt B., WREC, Memphis
thall, G. R., KUTA
ght, C. J., WFOR, Hattiesburg, Miss.
r, Karl O., KTSM, El Paso
e, Margaret, J. Walter Thompson Co., icago

Wylie, Max M., N. W. Ayer, New York
Wyse, William R., KWBW, Hutchinson, Kans.

Yarbrough, J. E., WDBO, Orlando, Fla.
Yocum, Ed., KGHL, Billings, Mont.
Young, Adam J., Jr, Jos. Hershey Mc-Gillvra Inc., New York
Young, C. S., WBZ-WBZA, Boston
Young, George W., WDGY, Minneapolis
Young, J. Jacob, WERC, Erie, Pa.
Young, Mac, KMOX, Col., U. S. Army

Zimmerman, Ed., KARK, Little Rock, Ark.

Harvard Retail Study

(Continued from Page 18)

response to this request has been most excellent.

Another request will be made very soon for additional help. We have prepared a one-page questionnaire which we plan to send stations in the near future. In this schedule we will ask for specific data concerning local advertising and the importance of advertising agencies. If station management will provide us with this further information we will be able to give the industry a picture of this phase of advertising which has never before been available.

All material submitted will be kept in strictest confidence. Data from individual stations will be combined with data from other stations in such a way that no one will be able to determine the operations of any one station.

We have sought and obtained the personal advice and help of various persons in the radio field in preparing our approaches to this problem. These people have emphasized their delight that this project is being undertaken.

One station manager summarizes the point of view of those with whom we have talked as follows: "I am most happy to know that the Harvard Business School is undertaking a thorough study of retail and other local radio advertising. Your study should be of great help to radio stations by supplying facts which can be used to promote the proper utilization of radio by local businessmen. I shall look forward to the time when your report will be available some twelve or fifteen months hence. My station is cooperating in your study 100% and I hope that all other stations will do likewise."

Results Available to Industry

The Harvard Business School operates to serve all business rather than any individual firm. Any research project conducted by the School is, therefore, made available to the public. Findings of the current study will be of help to any advertiser, radio broadcaster, advertising agency or research agency who wishes to use them. It is expected that the report will be ready within fifteen months.

Many of the values of the study will be found in summarizations made from a careful study of case histories. Other values will be derived from comparisons which radio stations can make of their own operations with those of all stations in the same class. Data will be carefully classified by such factors as wattage of stations, size of community served, size of business, network and non-network affiliation and number of stations per city.

Final values will be dependent in large measure on the degree to which broadcasting stations cooperate in supplying information on their own operations and the activities of their local advertisers. It is evident from the response already made that such cooperation will be of a high order.

KEY RADIO JOBS DEFINED BY USES

OFFICIAL DEFINITIONS of broadcasting jobs listed as essential in Selective Service Occupation Bulletin 27, classifying radio among the essential wartime activities, were issued by the War Manpower Commission last week, and distributed to USES offices throughout the country.

The definitions are intended to guide draft boards in ruling on deferment applications of radio employes. According to the theory of War Manpower organizations, draft boards are supposed to consult USES offices to learn the type of work an essential worker is doing, so that decisions on deferment will be more equitable.

Although more than a score of broadcast jobs are covered by the list, station managers have learned that deferments are to be expected only in unusual cases, and then only for a limited period until replacements can be trained.

The definitions of broadcast jobs were drawn up by the USES in cooperation with BWC. Numbered Committee of BWC submitted tentative definitions of various radio jobs, which were processed by USES for inclusion in a forthcoming new edition of the Dictionary of Occupation Titles used in job placement work by USES.

Skinner on Again

SKINNER Mfg. Co., Kansas City (Raisin-Bran bread), after a temporary layoff due to a market condition on raisins, has resumed a varied schedule of one-minute transcribed announcements on 65 stations. The recent temporary cessation was the first break in Raisin-Bran radio advertising in the last four years. Ferry-Hanly Co. is the agency.

Beg Pardon!

Recently WOW claimed to be the first major station in the nation to buy the Chicago Daily News Foreign Service.

This was an error.

Our good friend, Gene O'Fallon at KFEL, Denver, purchased this fine service six months ago and has made great use of it in the Denver area.

I'm sorry, Gene.

(Signed)
JOHN J. GILLIN, JR.,
Pres. & Gen'l Mgr.,
Radio Station WOW, Inc.

Women Fill BBC Engineering Jobs

Briton Tells NAB Session They Hold 25% of Posts

THE MANPOWER shortage on radio stations in England is being solved by the employment and training of women in technical jobs, according to William N. Newton, BBC midwestern representative, who addressed a Thursday morning breakfast session on manpower at the NAB War Conference last week in Chicago. Mr. Newton said that 25 percent of the entire staff of BBC are women who have been trained by the BBC.

As a prerequisite to training, the applicants are given an aptitude test, and those selected are given intensive courses equipping them to handle studio control, transmitter, or recording assignments.

Summer Institutes

Judith Waller, educational director of NBC, Chicago, told of the success last year of the NBC-Northwestern U. Summer Institute in training announcers and producers. This year similar institutes will be inaugurated at Stanford U. and UCLA in cooperation with NBC, and the courses will be implemented so that the six weeks' summer training courses will qualify the graduates to handle the control panel, make recordings, etc.

G. Richard Shafto, WIS, Columbia, S. C., explained a newly simplified War Labor Board application for pay increases. The wage freeze as it applied to radio and individual employment problems was considered at the session which was under the direction of Joseph Miller, NAB director of labor relations.

Add to Tavol List

SOUTHERN COTTON OIL Co., New Orleans, on May 3 adds WOV, New York, and WHOM, Jersey City, to its station list for Tavol Salad Oil. Account will use three quarter-hours weekly on each station, placed by Tracey-Locke-Dawson, New York.

Easy Pickin'

WAIR is famous for its quick results. That's because WAIR has the listeners and the listeners' confidence. Add to this the exceptional income of Winston-Salem workers and you have a golden combination.

WAIR

Winston-Salem, North Carolina

Major Resolutions at NAB War Conference

RADIO'S ROLE in the war effort was praised by military officials at the Tuesday afternoon session of the NAB War Conference in Chicago (l to r): Col. R. Ernest Dupuy, War Department, public relations; Lt. Col. Edward M. Kirby, Radio Division, War Dept. public relations; Captain Ruth Morris, WAAC Technical Information Division, War Dept., Washington; Lt. Holman Faust, Navy Public Relations, Chicago.

WHEREAS, Brand names and trademarks, possess established values of benefit to consumers and producers alike in the marketing of commodities, and

WHEREAS, There appears to be no valid reason why such established values in brand names need to be destroyed or in any degree impaired in order to control the sale of commodities during wartime;

BE IT RESOLVED: That the NAB is unalterably opposed to any and all measures, governmental or otherwise, looking to the abolition of brand names and trademarks in the marketing of commodities.

BE IT FURTHER RESOLVED: That the NAB heartily endorses the proposed study of this question authorized under the Halleck resolution, H. Res. 98, confident that a thorough study will completely sustain our position.

RESOLVED: That the president appoint a committee of the associaion to study and report to the board of directors with respect to the establishmen of an NAB Bureau of Audience Measurement.

"Solicitation of Memberships"

RESOLVED: That the code of the NAB be amended by adding at the end thereof the following new section:

"Solicitations of memberships in organizations, except where such memberships are incidental to the rendering of commercial services such as an insurance plan either in respect to casualty to life or property, or for membership in the American Red Cross or like organizations engaged in charitable work, are deemed to be unacceptable under the basic theory of the code and therefore time should be neither given nor sold for this purpose."

Petrillo and AFM

WHEREAS, James C. Petrillo, on behalf of the American Federation of Musicians, has demanded of electrical transcription companies that they pay to the AFM a percentage of the gross receipts received by such companies from the broadcasting industry for library transcriptions, and

WHEREAS, the electrical transcription industry has denounced such demands as inherently unsound, destructive of technical progress, in conflict with wartime manpower policy, an attempted evasion of the President's wage freeze regulations and otherwise violative of law, and

WHEREAS, the electrical transcription industry is now engaged in negotiation with Mr. Petrillo and his union.

NOW THEREFORE

BE IT RESOLVED by the NAB, that the broadcasting industry endorses the position of the electrical transcription industry as defined in its letter of February 23, 1943, addressed to Mr. Petrillo, and

BE IT FURTHER RESOLVED, that the broadcasting industry, in convention assembled, calls upon the electrical transcription companies, in their present negotiations with Mr. Petrillo, to stand firm by the position so taken by them so that they will not give tacit or implicit recognition to Mr. Petrillo's false and insincere claim of widespread unemployment in his union, or to his equally false claim that the industry owes an obligation to members of his union not employed by it, and

BE IT FURTHER RESOLVED, that the broadcasting industry calls upon the electrical transcription industry promptly to take such measures under the law, as shall be necessary to end Mr. Petrillo's ban against musical recordings, which, in violation of labor's pledge to the nation, has injured wartime morale, deprived the civilian population and the armed forces of recorded entertainment, and inflicted grievous and unjustified injuries upon the broadcasting and transcription industries.

Government

The NAB expresses its appreciation to the various Government agencies which have cooperated with the Association and the radio broadcasting industry in the solution of the numerous problems which have confronted the industry during the past year. The Association is particularly indebted to their representatives who have attended and taken part in the Association's 1943 War Conference.

The NAB expresses its deep appreciation to the representatives of our armed forces, Government agencies and others appearing on the program of the 1943 War Conference, for the recognition they have accorded our industry for the role it is playing in the common interest of victory, and the association pledges its continued efforts in this our primary task.

The association also expresses its appreciation to the Federal agencies here represented which have so materially contributed by their counsel and aid, to make possible these accomplishments of service.

The NAB extends sincere thanks to Gene Carr, author, Lang-Worth Feature Programs, Wendell Cory, narrator, and the Columbia Recording Corp. for the script, production, and the recording of the Memorial to Radio's War Dead.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

"WFDF Flint Michigan? Would President Roosevelt mind if I opened a can of sardines for dinner?"

FCC CARRIER POST GOES TO TOEPPEN

APPOINTMENT of Manfred K. Toeppen of Detroit as assistant chief engineer and chief of the Common Carrier Division was announced April 28 by the FCC. He succeeds Lt. Comdr. Gerald C. Gross, USNR, now on active duty.

Mr. Toeppen has been with the Commission since May 1, 1935, successively filling the positions of principal engineer on the special investigation of the American Telephone and Telegraph Co.; chief of the Communications Property Section; assistant chief and acting chief of the Common Carrier Division.

A graduate of Washington U., St. Louis, in 1908, with the degree of B.S. in Electrical Engineering, Mr. Toeppen practiced consulting engineering in Detroit, specializing in utility valuation and rate matters, and serving at various times as consulting engineer to the Michigan Public Utilities Commission. Following work which included special assistance to the cities of Detroit and New York on valuation and rate matters, he returned to the Michigan Commission as chief consulting engineer.

Mr. Toeppen is FCC representative on the Telephone and Priority Liaison Committees of the Board of War Communications and a member of the American Institute of Electrical Engineers.

CHESTERFIELD EY
CBS FOR ARMY H

ALTHOUGH the deal had not b
officially confirmed last week p
ing Army approval, it was i
cated that Liggett & Myers To
Co., New York, was set to te
radio version of the Broadway
"*This is the Army*" on CBS f
four-week period, starting May
The firm is understood to have p
chased the full U. S. CBS netw
plus CBS stations in Hilo and H
olulu, Tuesdays, 9:30-10:30 p
for Chesterfields. It is not kn
whether the program will fo
the stage show, a film version
which is now in production
Hollywood, or will be a variety
ries similar to the play only in t
it would center around an A
camp. Newell-Emmett Co., N
York, is the agency.

Stauffer and Cohen T
At OWI NAB Breakf

VARIOUS ways and means to
courage outside and governme
agencies from adding to ra
complexity with independent w
meant campaigns were discu
by broadcasters at a break
roundtable with OWI officials d
ing the NAB War Confere
There were no set speeches
problems confronting broadca
were answered by Don Sta
chief, Radio Bureau, and Philip
Cohen, chief, Government li
division, and assistant chief of
Radio Bureau.

With some Government age
forcing advance notices of c
paigns and independent groups
so seeking free time on station
was suggested that a simple c
be created for purpose of r
ence. This would briefly and e
show the various agencies w
stations are doing for war e
campaigns. Some 50 broadca
attended the breakfast round
session which was presided
by Richard Connor, chief, st
relations division, OWI.

NAB GETS FORECA
OF MORE DRAFT W

REMINDING broadcasters
every 4-F today is a potential
of tomorrow, Lt.-Col. Ernest
Culligan and Lt. Com. Patrick
Winston of Selective Service,
swering a barrage of que
shot at them from the floor d
an NAB War Conference r
table discussion on Manpower
Selective Service, declared that
tions must reconcile themselv
losing every available physical
man.

With key men being drafted
physical standards changin
rapidly, Lt. Col. Culligan p
out that manpower proble
localized and station ma
must look to their respective
tive boards for solution. He
stations to use physically unfi
in engineering and other key
to keep stations open.

"All stations are importa
radio as a means of comm
tion must be maintained, bu
cess or failure of individual
lems depend upon the type o
ing job made to local s
boards." Lt. Col. Culligan
"Essentiality of men is the

NAB Prepares

(Continued from Page 8)

with high broadcasting standards. Commercials which hammer too hard, programs of questionable taste, spot announcements that are too long or wrongly placed should be reckoned with, he held.

He called upon broadcasters to avoid complacency as an industry and urged "for its own self-respect" that it do as good a job at creating programs as any one else, or a better job.

Along the same line, Lt. Col. E. M. Kirby, chief of the Army's Radio Branch and former NAB public relations director, deprecated some program building and urged avoidance of "showmanship" that will "short-change" the public. The competition among cigarette companies for awards of thousands of cigarettes to war heroes, he held, is out of step with good war programming. What used to be good special events now is bad war programming, he said.

The small station problem came up for detailed discussion, with a virtually unanimous expression of opposition to Government subsidy along any line. A report brought in by a special committee named by President Miller recommended that the Government process programs available for sponsorship in the same way it makes mats available to newspapers. The committee requested the NAB Board to set up machinery for the pooling of available ideas to presuade Government agencies to follow the "available for local sponsorship" plan.

Fly Opposes Subsidy

Chairman Fly also had hit on the plight of the small stations, but deprecated any subsidy plan, direct or indirect. He urged national advertisers to divert 2 or 3% of their budgets for institutional advertising on small stations, contending they would reap worthwhile results.

At a press conference last Thursday he criticized the Advertising Council as "big shots", who want big shows, big names, big figures and they don't like small stations."

He said he was disappointed not with the leadership of the Council, but with the advertisers themselves. They assured us of their desire to cooperate, but I am beginning to wonder if they are not impeding the effort," he said.

Commenting at a press conference on the record ban, Mr. Fly called it a sort of "creeping paralysis". While the impact had not been felt at first, it is beginning to be a substantial factor, he said [See running story].

81.2%
TO
96.8%

These are the coverage figures given WRBL by the Fall, 1942 HOOPER SURVEY. They show you can't possibly cover Columbus without WRBL.

WRBL
COLUMBUS, GA.

• CBS •

BROADCASTING'S photographer got out of an elevator just as this group was preparing to enter. So he caught (l to r): Harold Essex, WSJS, Winston-Salem; Dwight Reed, Headley-Reed Co., Chicago; Frank Headley, Headley-Reed, New York; Charles Smithgall, WAGA, Atlanta; Herb Hollister, KANS, Wichita; Paul Morency, WTIC, Hartford.

RADIO'S 21 ETERNAL HEROES

War Conference Honors Dead in Impressive Opening Day Memorial Ceremony

SERIOUSNESS of the NAB's conference was mirrored at the opening day luncheon when radio's 21 Eternal Heroes were honored in an impressive tribute. Neville Milier, NAB president, said at the ceremony: "War means sacrifice and death. If we as an industry are to keep faith with those who have laid down their lives, we should adopt the spirit of this memorial service as the keynote of the War Conference."

Tribute featured mood transcriptions of "Call to the Colors," bugle solo, a narrator explaining in measured tones the sacrifices of the men honored, lowering of the conference flags to half-mast and a hymn.

The men honored were Ensign Thomas A. McClelland, KLZ, Denver; Seaman Don Crocker, NBC; Lt. Donald L. Chase, WTMJ, Milwaukee; Lt. Barron Chandler, NBC; Capt. Derby Sproul, KDKA, Pittsburgh; Sgt. Lester M. Galloway, radio singer; Sam Miller, KLRA, Little Rock, Ark.; Pvt. Edwin T. Bottelson, Russel M. Seeds Co. radio publicity; Ensign Stephen Fuld, CBS; Pvt. Stanley Kops, KFWB, Hollywood; Lt. Robert H. Frear, WIBX, Utica, N. Y.; Lt. Henry P. Jenks, Fenton Kelsey agency; Alma (Buddy) Mills, Jr., KVRS, Rock Springs, Wyo.; Major Joseph A. Burch, RCA; Major George B. Hart, WCPO, Cincinnati; Douglas Young, KMTR, Hollywood; Lt. Col. Russell R. Brunner; Frank J. Cuhel, MBS; Lt. Louis H. Utley and Lt. James L. Carroll Jr.

Spots for Book

RODALE PRESS, Emmaus, Pa., using radio for the first time, on April 26 started a test campaign of spot announcements on four stations, including WHN, New York, for *Organic Gardening Book*, one of several magazines published by the firm. Agency is Huber, Hoge & Sons, New York.

WITHOUT BAKER

Late RCA Executive Missed by NAB Delegates

FOR THE first time in more than a dozen years an annual meeting of the NAB was held without the presence of I. R. Baker. "Bake", transmitter sales chief of RCA and one of radio's best-known and best-loved figures, died last Feb. 9, leaving a son five weeks old. While RCA had a contingent at the Chicago War Conference, the old spirit wasn't there, without "Bake".

A number of "Bake's" close friends, impelled to do something of a practical nature to show their high regard for him, decided a couple of weeks ago to establish the "I. R. Baker Memorial Fund" with the objective of educating his young son. A committee was formed consisting of E. K. Cohan, CBS technical chief; A. D. Ring, consulting engineer; Com. W. H. Beltz, Navy Bureau of Ships and former RCA Mfg. Co. West Coast chief; Loren F. Jones, RCA, Camden; and Sol Taishoff, editor of BROADCASTING.

Contributions to the fund are being made in checks payable to the Equitable Life Assurance Society and mailed to the "I. R. Baker Memorial Fund", P. O. Box 45, Camden, N. J. Further information is obtainable from Mr. Jones at Camden, or from any member of the committee.

U. S. Rubber Considering

U. S. RUBBER Co., New York, has been discussing symphonic broadcasts with NBC and CBS, it was learned last week, with New York Philharmonic Symphony Orchestra on CBS or NBC's symphony considered.

Scroll Would List Names Of NAB Men In Service

COOPERATION of station owners was asked by C. E. Arney Jr., NAB secretary-treasurer, in providing names for an industry-wide plaque bearing the names of men serving in the armed forces.

The plaque would be placed in the NAB building in Washington showing names of the men and their station affiliations. Mr. Arney would then keep the list of names up to date. "Without the cooperation of stations the scroll of honor of Radio's war heroes cannot be complete and we already know the list is deeply impressive," Mr. Arney said.

PHIL STEWART, radio director of Roche, Williams & Cunnyngham, Chicago, has been appointed radio director of the Chicago office of Civilian Defense succeeding Howdee Meyers, now in the Army. Mr. Stewart is serving without compensation in addition to his duties at the agency.

2150 requests in four weeks for photographs of Dude Martin

During his ten years on the air, Dude Martin, cowboy entertainer, has mailed over 100,000 photos of himself and his "Round-Up-Gang" in response to requests. Yearly he makes personal appearances before the same number. His average radio sponsorship has been two and a half years. His new half-hour show on KGO, "Cowboy Hit Revue," appeals directly to war workers who have requested 2150 photos in the past four weeks. Contact your Blue Spot Representative or wire direct for complete information.

KGO
SAN FRANCISCO-OAKLAND

810 K. C. 7500 WATTS
Blue Network Company, Inc.

XUM

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

APRIL 23 TO APRIL 30 INCLUSIVE

Decisions . . .

APRIL 27

KFXM, San Bernardino—Designated for hearing application mod. license for unlimited, simultaneously with KPPC.

WQXR, New York—Granted mod. license operate without DA, 1560 kc., 10 kw., subject to conditions; dismissed application for mod. CP to extend completion date.

WOWO, Ft Wayne—Granted Mod. license operate 1190 kc., 10 kw., unlimited, with conditions.

WPID, Petersburg, Va.—Granted authority delete signal, close station record, dismiss pending application for license renewal.

W59C, Chicago—Granted license cover CP in part for new station; conditions.

W71SB, South Bend—Same.

APRIL 28

WLW, New Orleans—Dismissed without prejudice petition to intervene in re application of KGNC, Amarillo, to operate on 860 kc., 500 w. N, 5 kw. D, unlimited.

APRIL 29

WHIO, Dayton, O.—Granted license cover installation new sampling loops.

Applications . . .

APRIL 27

KTBS, Shreveport—Move main transmitter.

APRIL 28

WCHV, Charlottesville, Va.—Mod. license change 1450 kc. to 1240 kc.

WAIT, Chicago—Vol. assign. licenses to Gene T. Dyer, Evelyn M. Ringwald, Elizabeth Hinzman, Adele Moulds, Vivian Christoph, Wm. F. Moss d/b as Radio Station WAIT.

Tentative Calendar . . .

WKBW, Buffalo—License renewal (May 5).

WGR, Buffalo—Same (May 5).

WLAN, Endicott, N. Y.—Mod. CP for 1450 kc., 250 w., unlimited (May 4).

650 Attend Ohio State Session On Use of Radio in Education

Network, Government, Education Leaders on Hand For Education, Peabody Award Ceremonies

OHIO STATE U.'s fourteenth annual Institute for Education by Radio opened Friday at the Deshler Wallick Hotel in Columbus, with approximately 650 persons on hand to discuss the general theme, "Radio in the War and After" during the four-day meeting.

Delegates included high school and college teachers from all points of the country, network personalities and officials, a heavier than usual number of government representatives and, for the first time, key men in the public relations branches of the armed forces.

An early highlight of the Institute was the bestowing of the Peabody awards—"Pulitzer prizes of radio"—presented at a sectional meeting of the NAB Saturday night.

Awards went to the NBC Pacific Coast network; CBS network; Charles Collingwood, CBS news correspondent; Station WCHS, Charleston, W. Va.; Station WHA, Madison, Wis.; and Station KOAC, Corvallis, Ore.

Institute's own awards were:

Regional Net, regional or clear-channel station, or national or regional organizations—Religious, honorable mention, *The Church by the Side of the Road*, WLW; agricultural, honorable mention, *Tom Wheeler's Daily News Letter*, WOWO; women's programs, first, *Wartime Women*, KOIN; cultural, first award, *Let's Learn Spanish*, Time Inc.; first award, *Civilians in Service*, WHA; public discussion, first award, *Labor Arbitration*, WMCA; personal and daily life, first award, *Abe Andrews*, WOWO; news interpretation, *Outland Speaks*, KLZ, and honorable mention to Samuel Grafton, WOR; war effort, first award, *We Refuse to Die*, WNEW; childrens, first award, *Children's Bookshelf*, KDKA; programs for use in school, primary children, first award, *Let's Find Out*, WHA, and honorable mention, *Play Time*, WOSU; elementary children honorable mention, *News of the Week*, WOSU; programs for school use, junior-senior high schools, first award, *Standard School Broadcast*, KPO, and honorable mention, *What Used to Be*, WOSU.

Local station or organizations—Cultural, honorable mention, *All About Books*, WFMJ, and honorable mention, *The Corwin Cycle*, WNYC; children's programs, first award, *Adventures of Tom Sawyer*, WHBC, and honorable mention, *Kid Critics*, KOIN; for school use, junior-senior high, honorable mention, *The Thousand Million*, WJJD.

Canadian—Cultural, first award, *Best Plays of 1942*, CBS; children's, first award, *Magic Carpet*, CBL; for use in school by primary children, first award, *Junior School Music*, CBA; junior-senior high, honorable mention, *Canadian Horizons*, CBR.

Special—First award, *Death on Wheels*, WOR.

Judges—Elsie Eick, MBS; William B. Levenson, WBOE, Cleveland public schools; Clinton Johnston, CBS.

Holland Furnace on 27

HOLLAND FURANCE CO., Holland, Mich., has set the format for its thrice-weekly program to be heard 9:45 to 10 a.m. Monday, Wednesday, Friday on 27 CBS stations, starting today (May 3). Show features music and dialogue with Smilin' Ed McConnell. Agency is Roche, Williams & Cunnyngham, Chicago.

TEN TOP TUNES

THE top ten tunes from the standpoint of network audience coverage during the week ended April 28, according to the copyright Audience Coverage index survey of the Office of Research-Radio Division, New York, are as follows:

That Old Black Magic
As Time Goes By
It Can't Be Wrong
Don't Get Around Much Any More
I've Heard That Song Before
What's the Good Word, Mr. Bluebird?
Taking a Chance On Love
Brazil
Don't Cry
Let's Get Lost

Many More Women Engineers Likely

MORE and more women in the technical end of radio broadcasting were foreseen by engineers attending the NAB Engineering Committee meeting at a pre-War Conference session April 26.

This was apparent from reports made by individual engineers who predicted that the movement of women into the operating division of radio is in full swing. Various chief engineers pointed out that it is not necessary for women to have technical knowledge to be an operator. It was further asserted that women were more accurate as operators of technical equipment. In line with bringing women into the technical end of radio, Roy C. Corderman, assistant chief Bureau of Communications Facilities, OWI, informed the chief engineers that the OWI has started an "on the job" training course.

Means of maintaining home radios were discussed by Frank McIntosh, Radio & Radar Division of the WPB, in charge of domestic and foreign radio. He assured those attending the meeting that there will be plenty of tubes for home radios to maintain them efficiently.

Arthur Stringer, secretary of the NAB War Committee, reported on manufacture and distribution of farm radio batteries based on figures provided by the WPB.

Network Accoun

All time Eastern Wartime unless

New Business

PUREX Corp., Los Angeles (bleach solution), on April 19 added 3 Ariz. sta to *Boake Carter, Commentator*, on 8 D Lee Pacific stations, Mon., Wed., Fri., 9:15 a.m. (PWT), making a total of Don Lee Western stations. Agency: F Cone & Belding, Los Angeles.

PRINCE MATCHABELLI Inc., New Y (Stradavari Perfume), on Sun., May only, 4:15-4:30 p.m., sponsors Mother's D program on 117 CBS stations. Agency Morse International, N. Y.

OWENS-ILLINOIS GLASS Co., Tol (glass products), on May 10 starts for weeks, *Your Home Front Reporter*, on CBS stations, Mon. thru Fri., 4-4:25 p. Agency: D'Arcy Adv. Co. Inc., N. Y.

OWENS-ILLINOIS GLASS Co., Toledo stitutional), on May 10 starts Fle Wiley in *Your Home Front Reporter* 117 CBS stations, Mon. thru Fri., 4-4 p.m. Agency: D'Arcy Adv., N. Y.

ALASKA PACIFIC SALMON Co., Seat and Scull Co., N. Y. (Minute Man so on May 3 start for 52 weeks, unit of *Brea fast at Sardi's*, on 133 BLUE stati Mon. thru Fri., 11-11:15 a.m. Agenci J. William Sheets Adv., Seattle, and Com ton Adv. Inc., N. Y.

Music Groups Fraterni At Conference Breakfa

FOR THE FIRST time since t ASCAP radio music battle, licen groups including ASCAP, BM SESAC and AMP sat around conference table, the occasion b ing a War Conference breakfa session last Wednesday. Merritt Tompkins, BMI vice-president a general manager, who presi over the meeting, characteri the session as representative of new era in relations between t music publishing groups and s tions. Sydney Kaye, BMI exec tive vice-president, described B as a "catalytic agent" in the mu publishing field with the res that all licensing groups were pr viding better service to stations.

John G. Paine, general mana of ASCAP, said that the ASCA program continuity service leased to member stations was d signed to aid station progra ming. Leonard D. Callah SESAC, spoke on station relati while Robert Kelleher, AMP, co mented on the increased liste demand for more classical semi-classical music. Program partment problems such as ca loguing, release of new songs, cline of ratings were discussed.

FROM ALL SECTIONS of the country came these industry executives to Chicago for the NAB War Conference in Chicago, April 27-29 (l to r, first row): Tom Slater, Mutual, New York; Clarence G. Cosby, KXOK, St. Louis; Gus Hagenah, SESAC, New York; M. F. "Chick" Allison, WLW, Cincinnati; Howard Chernoff, West Virginia Network. Second row, J McConnell, NBC Spot Sales, New York; Charles dan, WRR, Dallas; Oliver Morton, NBC Spot S Chicago; C. E. Langlois, Langlois & Wentworth, York; Leonard D. Callahan, SESAC, New York.

XUM

Celanese Argument

MOTION of the Celanese Corp. of America for dismissal of the stockholders' suit to recover $1,-350,000 allegedly misspent by the company's directors, will be argued in the New York Supreme Court on May 4. Suit, filed by Seymour Bayer, charges that the directors spent $1,000,000 for the sponsorship of *Great Moments in Music*, "to further, foster and subsidize the career" of Jean Tennyson, star of the program and wife of Camille Dreyfus, president of Celanese Corp. [BROADCASTING, March 15].

Kerr Participating

KERR'S BUTTERSCOTCH Inc., Jamesburg, N. J., on May 3 starts thrice-weekly participation in Arthur Godfrey's morning program on WABC, New York, and three 10-minute spots on Allen Courtney's *1280 Club* on WOV, New York. Agency is Tracey-Locke-Dawson, New York.

WILLIAM S. SHEPHERD, Chicago, freelance writer, director and radio producer, has been appointed assistant to James C. Shelby, radio director of McCann-Erickson, Chicago.

Foreign Language Control Is Planned

BEARING the approval of the Office of Censorship, a new plan to establish closer and tighter supervision over foreign language programs will be undertaken by members of the Foreign Language Radio Wartime Control Committee which met at breakfast Tuesday at the War Conference.

Arthur Simon, chairman of the group, will soon appoint a committee or corps to serve as sectional and/or state supervisors of enforcement of the foreign language broadcasters code of wartime practices.

Price Is Speaker

Byron Price, director of the Office of Censorship, addressed the breakfast, and with Harold Ryan, assistant director in charge of radio, and Robert Richards, foreign langauge director under Mr. Ryan, approved the proposal of the broadcasters. Twenty-eight tongues are represented in the programs of 128 stations.

New supervisors will first attempt to correct code violations themselves in their areas and if repeated violations occur the cases will be reported to the Washington office of the Control. Attempt then will be made to persuade the violator to correct the abuse and this failing the case will go to the Office of Censorship.

Mr. Simon was voted to continue as chairman of the Control, formed in Cleveland in 1942. Mr. Simon is general manager of WPEN, Philadelphia. James F. Hopkins, WJBK, Detroit, is vice-chairman; Joseph Lang, WHOM, New York, treasurer; Gene Dyer, WSBC and WGES, Chicago, secretary.

Directors include Howard W. Davis, KMAC, San Antonio, and KPAB, Laredo; S. H. Patterson, KSAN, San Francisco, and Marie Clifford, WHFC, Cicero.

MUTUAL THREESOME during the network's annual meeting in Chicago last week (l to r): Frank P. Schreiber, manager, WGN, Chicago; Miller McClintock, MBS president; Henry Weber, WGN music director.

Mutual Opens Earlier

MUTUAL opens and closes its services to the full network a half hour earlier, effective May 3. Network will open at 10 a.m., and close at 2 a.m., EWT.

WHEB, Portsmouth, N. H., has appointed Wiliam G. Rambeau Co. exclusive national representatives. Station operates on 770 kc. with 1000 watts.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Announcers and Combination Men—4F deferred. Must handle news. Good jobs for right men, Blue Network station. KFDA, Amarillo, Texas.

Young Woman—To write continuity, plan and direct promotion over radio for large mid-western newspaper. Energy, cheerfulness, and a desire to achieve results necessary. Offers real opportunity for work in big field with nationally famous company. State complete facts and salary expected. Box 581, BROADCASTING.

Announcer at Once—Permanent; give ability, draft status. Box 585, BROADCASTING.

We Want a Licensed First Class Radio-Telephone Operator—Good pay. Excellent living conditions. For information, write KROY, Sacramento.

NNOUNCER-ENGINEER — Any ticket. Permanent. Box 591, BROADCASTING.

OMBINATION — Good commercial announcer and studio technician for remote studios of 5 kw net station. State experience and draft status. Box 590. BROADCASTING.

Recording Engineer — For Transcription Studio. State Experience, Draft Status, Salary. United Broadcasting, 201 N. Wells St., Chicago.

Experienced Male Continuity Writer—State draft status and desired salary. KSO-KRNT, Des Moines, Iowa.

Situations Wanted

f Engineer—11 years' experience on CA, WE, equipment, with directional ntenna. Capable of design, construction, maintenance of station equipment. Married, 2-A. A-1 references. Available immediately. Radio—P. O. Box 2144, Roanoke, Va.

nnouncer — Draft-exempt, experienced, ung, college graduate. Handle news, pecial features, commercials, production perience. Want permanent job, future. vailable now. Box 580, BROADCASTING.

riter—Of 2200 shows, four serials, desires New York connection. Other offers considered. Age 38. Box 583, BROADCASTING.

p-Notch Commercial Copywriter—Desires permanent well-paying position at Station with progressive, professional management. Fine record, good references as working wife of now enlisted long-time Radio Man. Prefer Midwest or Southeast. Contact PHYLLIS TAYLOR, Program Director, WLBC, Muncie, Indiana.

Situations Wanted (Cont'd)

Immediately Available—All-around station executive, thoroughly experienced station management, programming, sales and promotion. Over 38. Prefer position as station manager in eastern state but willing to consider any reasonable proposition. Box 582, BROADCASTING.

"JUST HOME FOLKS"—Serial drama available June first. Six years WWL, New Orleans; three years CBS, Atlanta. Proven perfect natural for Southern listeners. It sells! Box 584, BROADCASTING.

ENGINEER—First class license, desires permanent position. Draft—class 3. Age 33, married. Good reference. Prefer transmitter. Seven years' experience. Box 578, BROADCASTING.

COMMERCIAL MANAGER—Young, intelligent, aggressive, 4F; has successful record for selling; training and handling sales staff and associated department personnel. 15 years of advertising and executive experience. Wants opportunity in city of 250,000 or larger. Box 586, BROADCASTING.

Announcer-Engineer—Have done Network announcing. Good on commercials and news. First class license 14 years. Draft exempt. Minimum $75.00. Available immediately. Box 579, BROADCASTING.

CHIEF ENGINEER—Fifteen years' experience, five years present employment, experience all phases of broadcasting, studio, recording, transmitter, directive antenna, permanent, draft 4F. Married. Box 588, BROADCASTING.

Chief Engineer—All phases of broadcasting. Reason for desiring change personal. Married, draft 4F. Box 592, BROADCASTING.

Wanted to Buy

Wanted Immediately—500 W or 1 KW RCA or WE Transmitter—Terms Cash. WCAP, Asbury Park.

Hammond organ and speaker—Must be in excellent condition. Also interested in Novachord. Box 587, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pickups. Station KLO, Ogden, Utah.

For Sale

LOCAL STATION—With national and regional money making hook-up. Heavy local schedule—good profit shown for years, excellent opportunity for young man to buy a money making radio station and a home in a good town. Will bear close investigation. North Central state. Box 589, BROADCASTING.

PROFESSIONAL DIRECTORY

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An Organization of
Qualified Radio Engineers
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SERVICE OF BROADCASTING
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XUM

Second AFM Suit By D. J. Dismissed

Difficulty in Proof of Damage So Action Is Dropped

WITH the dismissal in Chicago last Wednesday by the Dept. of Justice of its second anti-trust suit against James C. Petrillo and the AFM on the phonograph recording ban, the way is open for the filing of a third, more comprehensive action, although Government plans are not known.

Dismissed on motion of the anti-trust division of the Department, the suit would have gone to trial if the Government had not dropped the case last Wednesday. The AFM answer to the suit was scheduled for filing that day. With the dismissal, the Government is in a position to file a new action against AFM at any time. The Government has until 1945 under wartime regulations to prosecute such cases.

First "Labor Dispute"

Federal Judge John P. Barnes dismissed the original suit against AFM last year on the ground that it constituted a labor dispute and therefore was improperly brought. The second suit set up the contention that the Petrillo ban on recordings would have the effect of driving many small stations out of business.

Daniel B. Britt, assistant U. S. attorney in the Chicago anti-trust division office, declared the Government still intended to prosecute the Petrillo action. The original actions were brought under Thurman Arnold, Assistant Attorney General, now on the Court of Appeals bench in Washington. Actively directing the litigation is Holmes Baldridge, chief of the litigation section of the Department. Judge Arnold's successor, Thomas C. Clark, is understood to favor the Arnold policy of curbing wayward labor unions.

It was said the second suit was dropped because of the difficulty the Government would encounter under recent Supreme Court decisions in attempting to prove that the Petrillo ban was invoked "for the purpose" of driving out of business small independent stations.

WALB Hearing Ends

INQUIRY into the application of WALB, Albany, Ga., for renewal of license, voluntary assignment of its license from the Albany Herald Publishing Co. to the Albany Broadcasting Co., and for a construction permit to change frequency has been completed by the FCC in Atlanta, marking the close of a stormy investigation involving purported participation on WALB's behalf by Rep. E. E. Cox (DGa.), chairman of the House Select Committee to investigate the FCC. Further action now awaits the adoption of proposed findings by the Commission, which may take several months.

PROBLEMS AFFECTING CBS-owned stations held attention of these executives during a meeting preceding NAB War Conference in Chicago, April 26. Presided over by Dr. Frank S. Stanton, vice-president, executives discussed manpower problems, sales promotion plans, special program efforts and also reviewed new coverage maps. This was the regular annual meeting held in conjunction with the NAB convention. Problem solvers (front row, l to r): H. Leslie Atlass, vice-president, Chicago; A. E. Joscelyn, WCCO, Minneapolis; Harold E. Fellows, WEEI, Boston; Carl Burkland, WTOP, Washington; J. Kelly Smith, Radio Sales, Chicago; Dr. Stanton. Second row: Donald W. Thornburgh, vice-president, Hollywood; Jerry Sill, New York; Merle Jones, KMOX, St. Louis; Jack Van Volkenburg, WBBM, Chicago; Arthur Hull Hayes, WABC, New York; Howard Meighan, Radio Sales, New York; Wendell Campbell, KMOX, St. Louis.

MacDonald, DeRussey, McGill, Webb Receive Promotions at Westinghouse

A SERIES of promotions in the sales organization of Westinghouse Radio Stations Inc., and its stations KYW, Philadelphia, and KDKA, Pittsburgh, was announced last Thursday by Lee B. Wailes, general manager of broadcasting of Westinghouse. The reorganization was entailed by the sudden death, April 16, of William E. Jackson, general sales manager of the stations.

Appointed general sales manager was B. A. MacDonald, sales manager of KYW. Jack DeRussey, sales manager of KDKA, was named to succeed Dr. MacDonald, and Frank V. Webb, assistant advertising manager of WRS Inc., was named Mr. DeRussey's successor at KDKA.

W. B. McGill, sales promotion manager of KDKA since 1937, was named general advertising manager of WRS, headquartering in Philadelphia. He succeeds George A. Harder, who last December was called to active duty as a captain in the Chemical Warfare Service.

Mr. MacDonald, who will report to Mr. Wailes and have offices in Philadelphia, has been engaged in radio sales for 15 years, the last three with KYW. Mr. DeRussey has also been in radio sales for 15 years, the last three with KYW. Mr. DeRussey had been sales manager of KDKA for the last two years and before that was with NBS spot sales. In 1940 he served on the sales staff of KYW.

Mr. Webb, a veteran in the Westinghouse organization, came to Philadelphia last December from WOWO WGL, Ft. Wayne, Westinghouse stations. He had been sales manager there for 2½ years.

Joins Buchen Staff

SENOR A. J. Vargas, formerly assistant export manager of the International Cellucotton Products Co., has joined the overseas advertising unit of The Buchen Co., Chicago, which is headed by Harold I. Orwig. Senor Vargas, a native of Bogota, Columbia, will be responsible for extension of Buchen advertising service to Latin American markets. Part of his experience has been the preparation and announcing of South American broadcasts.

GENERAL MGR
WOOF
Sid Hix

Drawn for BROADCASTING by Sid Hix

"He's Trying to Get a New Transmitter Tube From the WPB."

Program Officials Hold War Session

Rededication to War Effort Promised by NAB Group

WITH local production given extended analysis and re-dedica ing programming to the war effo the program managers mee held during the NAB War C ence last week covered many ph of broadcasting essential to a selling job.

It was revealed that ap mately 80% of those attending meeting were from stations wh scheduled sessions of depart heads are held regularly. This p cedure was recommended to the dustry as a progressive step solution of many problems ari in programming, sales and agement.

Earle Glade, vice-presiden KSL, Salt Lake City, and ch man of the NAB Code Commi outlined as a possible patt a system utilized by his station holding department head meeting Other suggestions, from the fl were made.

Dorothy Lewis, co-ordinator listener activities for NAB, p sented briefly a report on activi of radio councils, NAB Asm. Women Directors and wom clubs.

General session followed a di meeting of the program manag executive committee and was p sided over by Harold Fair, WH Des Moines. Other committee m bers include William Ad WCHS, Charleston, W. Va.; Robert DeHaven, WTCN, Minne olis; Robert L. Kennett, WH Louisville; George Coulter, C New York; Herbert C. Rice, W Buffalo; Roy Shannon, KQV, Pi burgh; Todd Williams, WSPD, ledo; Clarence Mesner, NBC, N York. Approximately fifty per attended the program manag general session.

CBS, operating in cooperation the OWI and the Army Special ice Division, is now sending hours of broadcasts weekly to A can troops overseas, the net shortwave department announced week.

CAN RADIO MAKE SALES FOR LOCAL RETAIL STORES?

JOHN TAYLOR'S 10 YEARS ON THE AIR PROVE IT!

FRED M. LEE
General Manager

"JOANNE TAYLOR"
Voice and Script Writer

The *Same* Program Format
—The *Same* Title—
***Same* Time, 9:00 A. M. Daily**

This month, "Joanne Taylor" marks a memorable milestone in the nation's retail selling. It is the start of the eleventh year for this daily merchandising program over KMBC. Why does a department store use radio so consistently?

Because the voice of "Joanne Taylor" goes into the homes of the rich KMBC market morning after morning, telling the latest fashion and homemaking news from the store . . . all the while selling merchandise, making new friends and binding closer thousands of customers for the sponsor, John Taylor Dry Goods Co.

MEREDITH WARNER
Advertising Director

MAJOR H. KENNETH TAYLOR
Vice-President

KMBC
OF KANSAS CITY

Free & Peters, Inc.

SINCE 1928—THE BASIC CBS STATION FOR MISSOURI AND KANSAS